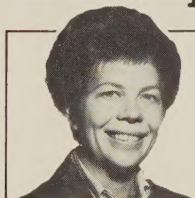


Editor & Publisher

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37"Who trusts
newspaper research?"Kris McGrath
Director of Research

The Minneapolis Star/Minneapolis Tribune

U. I. C. C.

NOV 26 1979

LIBRARY

Newspaper researchers ask a lot of questions. They are asked some tough ones, too. For example:

Are newspapers paying so much attention to research that they give people only what they want to read rather than what they need to know?

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Fortunately, our newspapers can answer both questions comfortably. We use a lot of research—but we don't misuse it.

When the Minneapolis Sunday Tribune re-designed its section format, it paid more attention to research for the feature sections, which respond to readers' interests, than the news sections. And, when questions were raised about the methodology of the Minnesota Poll, a major study was conducted, and format and procedures were changed. Reader confidence in the poll was maintained.

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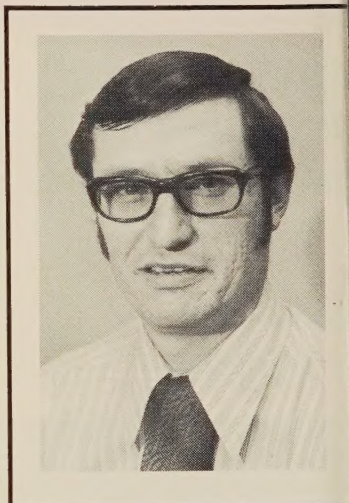
Palmer is author of *The Coin Box*, a weekly column that has been distributed to hundreds of newspapers each week by Copley News Service since 1973.

The 41-year-old coin expert received the honor for 1979 at the 88th annual convention of the American Numismatic Association during August in St. Louis.

Palmer won similar awards at the American Numismatic Association conventions in 1974 and 1975.

This year's award medal bears the likeness of the late Maurice M. Gould, a renowned coin hobbyist and author of several books and syndicated columns.

Palmer, who is business editor of a Copley-owned newspaper in Los Angeles County, began writing about his hobby of coin collecting that he developed as a teenager in Torrance, Calif.



During the years since becoming syndicated internationally by Copley News Service, Palmer has found his best-in-the-nation column quoted in *Coin World*, a weekly newspaper of the hobby, and his by-line has appeared in *CoinAge*, a monthly magazine about numismatics.

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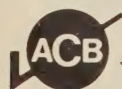
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SAN FRANCISCO: 1453 Mission Street, 94103; Phone 415/552-6000

EDITOR & PUBLISHER CALENDAR OF EVENTS

NOVEMBER							DECEMBER							JANUARY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
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							30	31												

NOVEMBER

- 28-Dec. 1**—Newspaper Image Seminar, Hyatt O'Hare, Chicago.
29-Dec. 2—New England Society of Newspaper Editors, Dunfee Hyannis Hotel, Hyannis, Mass.

DECEMBER

- 2-4**—Southern Newspaper Publishers Association circulation symposium, Dallas Hilton Hotel, Dallas, Texas.
2-5—Association of National Advertisers, The Breakers, Palm Beach, Fla.
3-5—Southern Circulation Managers' Association, Legal Seminar, Georgia Tech, Atlanta.

JANUARY

- 10-12**—Arizona Newspaper Association, Mountain Shadows, Scottsdale, Ariz.
16-17—First Amendment Congress, Philadelphia, Pa.
17-19—Wisconsin Newspaper Association, mid-winter meeting, Stevens Point, Wisconsin.
26—Florida Bar's Media-Law Conference, Curtis Hixon Hall, Tampa, Fla.
20-23—International Newspaper Advertising Executives sales conference, Hyatt Regency, Dallas, Tex.
26-29—Great Lakes Newspaper Production Conference Inc., Detroit Plaza Hotel, Detroit.
27-Feb. 2—Suburban Newspapers of America, Wailea Beach, Hawaii.

FEBRUARY

- 10-12**—Southern Newspaper Publishers Association production conference, Orlando Hyatt House, Kissimmee, Fla.
14-15—Inland Cost Clinic, Hyatt Regency O'Hare, Chicago.
20-22—International Circulation Managers Association/American Newspaper Publishers Association legal symposium, Fairmont Hotel, Dallas, Texas.

MARCH

- 2-5**—Inland Daily Press Association, Hyatt Regency, Phoenix, Ariz.
13-15—New England Association Circulation Executives, Boston Marriott, Newton, Mass.
14-15—Mid-West Circulation Managers Association, Plaza Cosmopolitan, Denver, Colo.
16-18—First Amendment Congress, Williamsburg, Va.
19-22—National Newspaper Association, government affairs conference, Hyatt Regency, Washington, D.C.
23-25—Central States Circulation Managers Association, Galt House, Louisville, Ky.

APRIL

- 13-16**—Newspaper Research Council, Doubletree Inn, Scottsdale, Ariz.
23-25—American Newspaper Publishers Association annual convention, Honolulu, Hawaii.
27-29—Ohio Circulation Managers Association, Stouffer's, Cincinnati, Ohio.

Vol. 112, No. 46, November 17, 1979; Editor & Publisher, The Fourth Estate (ISSN: 0013-094X) is published every Saturday by Editor & Publisher Co. Editorial and business offices at 575 Lexington Ave., New York, N.Y. 10022. Cable address "Edpub, New York." Second class postage paid at New York, N.Y., and additional mailing offices. Printed at Hughes Printing Co., East Stroudsburg, Pa. 18301. Titles patented and registered and contents copyrighted © 1979 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$20.00 in United States and possessions, and in Canada. All other \$40.00.
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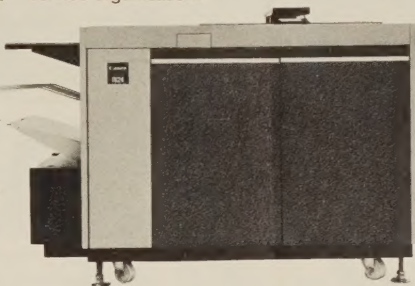
They come out perfectly dry, so you can write or color on them right away.

The NP-1824 is versatile, convenient to use and simple to operate. You can make copies using either sheet mode or book mode. Copy onto 11" x 17" ledger, 12" x 18" tabloid, 17" x 22" or 18" x 24" newspaper-size sheets. And because the NP-1824 incorporates a double-

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It's fast, too. In sheet mode, it produces up to 10 copies per minute on 18" x 24" sheets, and up to 20 per minute on 11" x 17" sheets. Another advantage: in book mode you can automatically make multiple copies of one original. Simply pre-set the Copy Dial for 1 to 25 copies. Or set Copy Dial at "M" for 26 or more copies.

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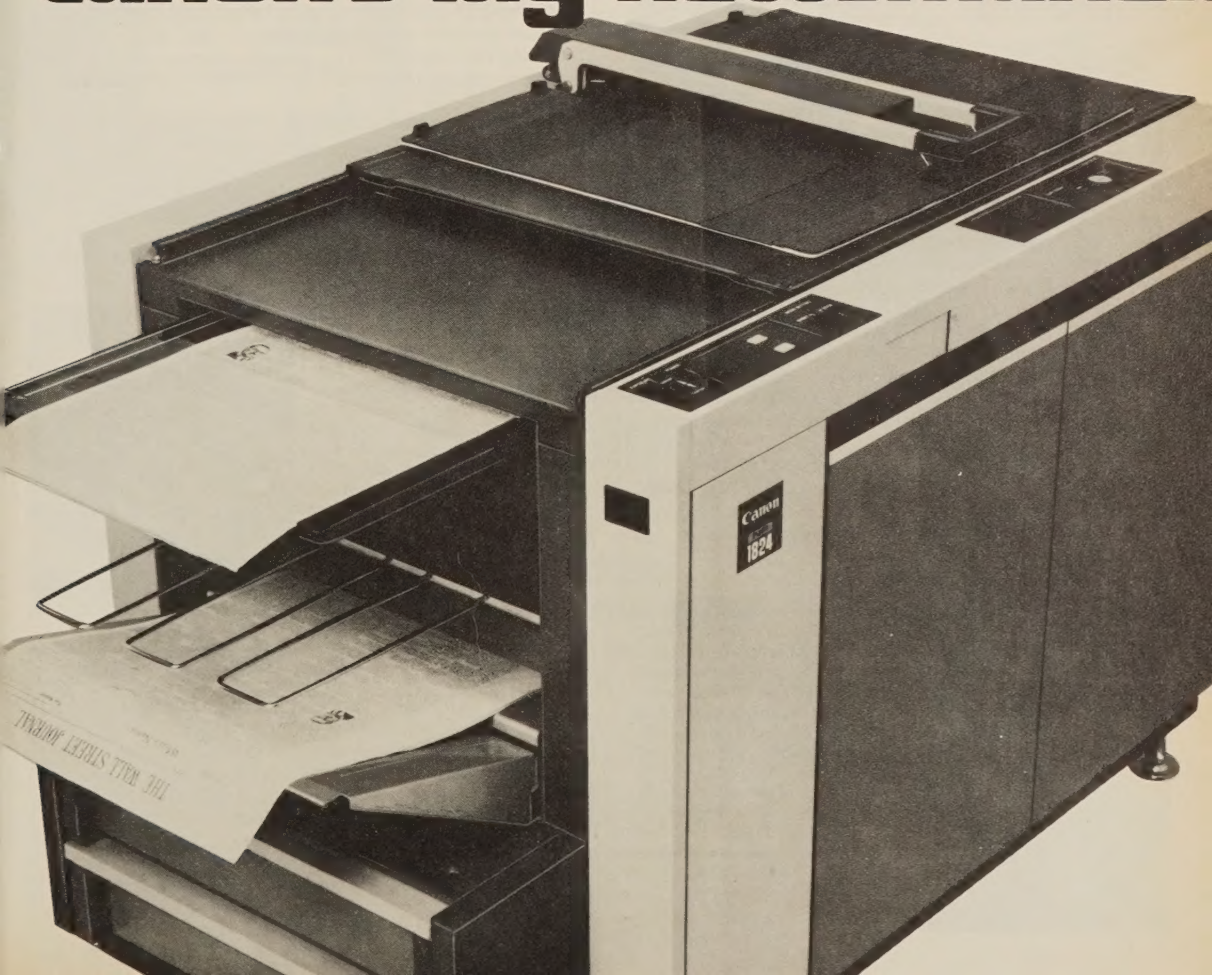
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Newsbriefs

Mass. daily battles FTC

The *Southbridge* (Mass.) *Evening News* is waging a battle against the Federal Trade Commission over the newspaper's refusal to file quarterly financial reports.

The *News* has been sued by the FTC in U.S. District Court of Massachusetts and the FTC is seeking a \$100 a day fine from March 23, 1979 until the paper agrees to file. To date, the fine would amount to approximately \$29,000.

"When a smalltown editor isn't out back milking the cows, he is tilting at windmills," Loren Ghiglione, publisher and editor of the 6,000 circulation daily told E & P.

The *News* has refused to file the quarterly financial reports "on principle."

The purpose of the reports is to collect data from manufacturers to be used, in part, to enable the government to come up with gross national product estimates.

Until 1969, the FTC did not require newspapers to file these quarterly reports. The unofficial reason being because of the First Amendment question. In that year, the policy was changed.

"When the FTC demanded the *News* provide confidential financial data, the paper acknowledged its obligation, as a business, to bow to certain government requirements . . .," the paper said in a recent editorial. "But the *News* also noted its obligation—as one of the public's watchdogs on government and as a business that has been awarded First Amendment rights—to remain as independent from government as possible, to resist unessential and potentially restrictive governmental actions, even seemingly innocuous requests for information."

The *News* said while the FTC "insists that the quarterly financial reports it collects from newspapers are secret . . . and could never be used to restrict the press or limit its freedom," the government "keeps secrets the way Dolly Parton hides her physical endowments."

The *Press*, the *News* contends, "should be especially concerned about providing the FTC with information. The FTC is increasingly using its resources to scrutinize the news media in ways that go to the question of First Amendment rights. The FTC is also studying newspaper ownership patterns."

The paper feels the FTC will probably win its case against it, but hopes "the FTC will see its likely victory in the U.S. District Court of Massachusetts as really a defeat for the public—that the commission will choose to end its requests for quarterly financial information from the news media."

Given the present pace of business in the U.S. District Court, the paper points out, the case against the *News* will reach trial in about two years. By then, the *News* estimates, it may owe a fine of almost \$100,000 if it loses the case.

RECEPTION—Jacobo Timerman, (center) editor of *La Opinion* in Argentina, greets Congressmen Silvio Conte of Massachusetts, and Ben Gilman of New York at a reception October 31 in Washington. Timerman, who was released from jail in Argentina in September, thanked members of Congress and others who assisted him in his efforts to gain freedom.



Editorial-ad tie-in service

The Newspaper Advertising Bureau has programmed editorial content information from 1,350 daily newspapers into its computer to enable advertisers to schedule ads for days when individual papers carry articles relating to their products or services.

Charles Lehman, vicepresident for survey research, said the Ad Bureau has been assured that 8 of every 10 dailies will make some effort to position advertising near "relevant editorial material" and most will do so without charge.

Lehman said a recent Bureau survey of newspaper editorial content has found that:

- The most common editorial change has been an increase in the "relative weight" of local and state news.
- Four out of 10 newspapers have an Op-Ed page.
- 28% of all dailies run a consumer action column at least once a week.
- About 25% of all newspapers have added lifestyle sections within the past two years.
- 56% of all dailies carry a separate sports section at least once a week and 69% have a food, home or home and food section.
- Four of 10 newspapers have a separate entertainment section, but only 12% carry it every weekday. Most entertainment sections appear on Friday.
- Nearly a fourth of all newspapers have zoned edition and most of these are zoned for both advertising and editorial content.
- 50% of all daily newspapers carry features, other than comics, which are intended for children.

RECORD SET—Santa Ana (Calif.) *Register*, ran over 1/2-million lines of general advertising for the first time in their history, according to Nelson Roberts, Jr., manager of general advertising. In appreciation of the event, William Quinlan, manager of travel advertising for the paper's representative, Story & Kelly-Smith (Los Angeles) presents a basket of flowers to Diane Farrell, Benton & Bowles, Inc., whose account, Continental Airlines put the



paper's total at 500,693 lines.

File kept on newspaper ads

AIS, the cooperative information service owned by 35 ad agencies, has established a print Archive Service.

Jared Safirstein, president of the 15 year old organization, explained that advertisers and agencies can come to one source for copies of ads appearing in magazines, newspapers, supplements, and outdoor.

"The new service is a logical extension of the work we have been doing since 1964—the preparation of reports which show how much money has been spent by advertisers in each product category. Now we can provide copy treatments as well as expenditure data."



AWARD—Dr. John Rothman, left, director of research and information technology for the New York Times Company receives the Information Industry Association's 4th annual Hall of Fame award from Robert Asleson, chairman of the association, at its annual meeting in Washington, D.C.



What made offset possible for big dailies? Metroliner.

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6 mo. average net paid June 30, 1979—25,375

World communication order

In spite of protests from many newspaper organizations in this country, representatives of the U.S. Department of State and those from 30 other countries met behind closed doors in Washington last week at a UNESCO conference to discuss the future of world communications. (E&P, Sept. 8, page 6.)

Fortunately, it was possible to ask questions about what transpired, as E&P did (page 48), and the U.S. representative was willing to explain. But, it was not the same as having representatives of the U.S. monitor the sessions.

The excuse for the closed meeting was that the UNESCO charter requires sessions of planning experts, called "Category VI", be closed to media. To us, this is a symptom of what the press of the Western world is going to experience in the search for that nebulous "new world information and communication order."

That subject was not discussed *per se*, E&P was told, but there was "agreement that we need to broaden the definition of communications beyond the mass media to encompass telecommunications, satellite connection, postal service and information processing." That comes pretty close to the same thing, in our opinion.

This meeting was in preparation for UNESCO's next inter-governmental conference next May in Paris where UNESCO headquarters are maintained. At the same time there seems to be a coordinated effort within the United Nations headquarters in New York City to reach the same goal—"a new world information and communication order."

After the representatives of a free press were successful in writing a reasonable declaration on press freedom at the UNESCO meeting in Paris late in 1978, representatives of the "unaligned nations" obtained a UN vote to name a group of 41 member states (now known as the "Committee of 41") to review UN public information policies and activities.

It was soon discovered a committee of 41 was unwieldy, so an ad hoc working group of 20 nations was appointed and immediately this "Committee to Review UN Public Information Policies and Activities," as it is called, adopted language saying its task is to "review and assess the results achieved and efforts undertaken by the UN system with regard to the establishment of a new, more just and more effective world information and communication order."

E&P has said in the past that if the Soviet bloc and the "unaligned nations" don't succeed in getting what they want—as yet undefined—at UNESCO they will try in the UN again and again.

The press of the western world must realize this struggle will never end and it must keep pressure on its respective governments to maintain their support for freedom of movement, operation, and comment for a free press and free journalists around the world.

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I was an intern . . .

By Roger House

I was an intern on two occasions: for the *Ledger-Star* in Norfolk, Virginia during the summer of 1978, and for *Newsweek* magazine in its Detroit, Michigan bureau during this past summer. The jobs were not part of a college program; I got them on my own. What follows are my generalizations on the problems of being an intern, the triumphs an intern can achieve, and finally, the good and bad points of a newspaper and magazine and my feelings on internship programs. These contentions are based on my experiences and the experiences of other interns.

The intern fights a hopeless battle for respect. He enters a situation where his talents are seen by others as at best suspect, and if the intern is non-white or female, a double bias may be faced. Thus, the intern can spend the entire summer writing obituaries and news-briefs, as did one female intern I knew in Virginia.

Some editors see the intern as a mistake waiting to happen, and as an additional burden for the summer. In Virginia, I would ask my editor to send me out on breaking stories or political conventions, but he figured these situations required reporters with more experience. He wouldn't even send me out with regular reporters to observe. It became the old routine of not having enough experience to cover the type of story, but never getting a chance to cover that type of story and get the experience.

Plus, the last thing my harried editor needed was an intern to train. Because of his heavy workload, he sometimes left me floating conveniently out of his way, which is fine if you just want to collect a check and not improve your skills. I didn't.

Reporters sometimes view the intern as a young Jimmy Olsen to be humored, but also as a potential threat to their job to be watched. Against the intern, the reporter jealously guards his beat. I found several of my story ideas voided because they overlapped with a reporter's beat, in Virginia. (In fairness, however, I also received some stories from generous reporters with large beats. In fact, one of my best articles came from the education beat, but more on that later.)

(The intern should be put on a large beat with an overworked reporter where he would learn a system, develop contacts, and have a constant source of story material—in addition to general assignment stuff—without taking anything

big away from the regular reporter.)

The intern is further humiliated by officials who may prey on his virginity, and newsroom secretaries who may ignore his requests and sometimes his very presence. For instance, one police information officer in Virginia constantly acted as though he didn't know me, but suddenly he would feign recognition and say, "Oh yeah, I remember you. You're the intern!" And a secretary, who I worked with in Detroit, when asked by someone over the phone if there was anyone who they could speak with would say, "There's no one here, just the summer intern."

Subsequently, the intern rarely feels as if he's "one of the boys." When everyone goes out drinking after a particularly hard day, the intern is usually forgotten, but even if he isn't, he still doesn't feel as if he's part of the team, and that can be disillusioning.

Nevertheless, a hard-working and determined intern can still make his experience productive and rewarding. Even though I didn't have a beat in Virginia, for example, I did have a knack for observing story situations. On my first day, for instance, I detected a small homosexual protest rally and starvation sit-in. In addition, I covered a lot of prominent black leaders such as Jesse Jackson, Vernon Jordan and Martin L. King Jr.

One of my favorite assignments was from education. It began as a feature on black honor high school seniors, but led to local colleges that were catching flak from the Department of Health, Education and Welfare for not recruiting more black students. The colleges were blaming it on a lack of qualified students, but according to the seniors, the colleges had largely ignored them, but schools as far away as Stanford (California) and Harvard (Massachusetts) had contacted them. The problem with the local schools was not a lack of qualified students but a lack of desire to seek out qualified students. This was my angle and the story

ran on the front page.

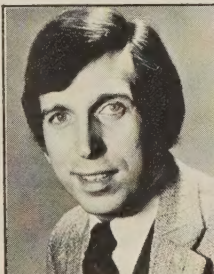
Newsweek covers several states from its bureaus, so I didn't encounter the problem of going into another reporter's territory. The bureau consistently gave me assignments and I wound up contributing to several important articles.

My first dispatch was one of my favorite. Chrysler had announced its intention to close its 5,000 man Hamtramck plant at the end of the 1980 model year. The closing will probably kill the city of Hamtramck.

The business section decided to open with Chrysler's announcement and wanted the reaction of workers, townspeople and so on. After interviewing everyone who was affected, I ended up drinking with an assembly-line worker who was utterly depressed and talking the "what-am-I-gonna-do" blues. He wound up as the story's lead.

It wouldn't be an easy decision to choose between working for a newspaper or magazine. The magazine gives thorough reporting and entertaining writing, but only comes out once a week, and the reporting and writing are never fully your own. The newspaper gives you the opportunity to be in print daily, but the writing formula is rigid and the constant deadlines can be overbearing. The magazine gives you the opportunity to travel and report on the world, but the newspaper gets you involved in the varying mood and temper of a city and gives you influence within a particular area that news magazine reporters lose. A magazine seems to pay more (I earned a net total of \$245 a week at *Newsweek* as compared to \$117 a week at the *Ledger-Star*.) but the newspaperman gets local benefits from theatres, publishers, arenas and the like.

Are internships worthwhile? Definitely so! Despite all the faults (I mostly consider them exercises in humbleness.), I also had the chance to meet some wonderful people both inside the company and on assignment, and that in itself was worthwhile. Finally, an internship lets an aspiring journalist get a taste of the profession and then allows him time to assess and savor that taste.



OSNOS.

As a former Foreign Editor and foreign correspondent in Moscow and Vietnam, Peter Osnos brings to his new position as Washington Post National Editor the rich and varied experience that gives perspective to the reporting of the . . .

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(Roger House, 22, is a junior majoring in history at Columbia University. He lives in East Elmhurst, New York.)

EDITOR & PUBLISHER for November 17, 1979



**BUSY SIGNALS KEPT THE
NEWSROOM FROM HEARING
THE NEWS.**

PROBLEM:

A southwestern newspaper was having plenty of success, but not enjoying it enough. Circulation was up, coverage expanding with its community, staff enlarging in pace with broader assignments.



It took three hands to verify a lead.

At the same time, the paper's day-to-day operations were becoming more cumbersome, with lots of petty irritations. Often, for example, especially during heavy local sports activities, reporters found it almost impossible to call their stories in to the newsroom. Allocating telephone charges was very difficult. Service to advertisers and subscribers bogged down in busy signals.

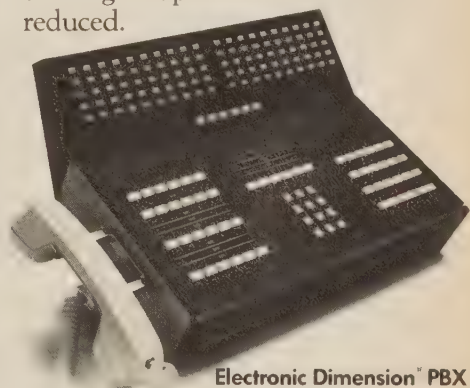
Here were plenty of problems that were all communications problems in various guises.

SOLUTION:

The paper called in the local Bell Account Executive who summoned a Bell System team of specialists in newspaper operations. They made a thorough analysis of the paper's communications setup and gave it an electronic update.

Now the paper has a Dimension[®] PBX, which is not only far faster than the old switchboard, but offers special features, too.

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Electronic Dimension[®] PBX provided new speed, new features.

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Announcing the 1979 Media Awards for Economic Understanding.

Rewarding Excellence in Economic Reporting.

Purpose:

For the third year, the Media Awards for Economic Understanding will recognize outstanding economic reporting directed to the general public. The program is designed to stimulate media to initiate economic reporting that is imaginative, interesting and easily understandable.

The program's continuing goal is to improve the quality and increase the quantity of economic reporting in the general media. It encourages and rewards outstanding submissions by media that effectively explain aspects of the economic system to typical audiences—in terms that have meaning for the average reader or viewer.

Awards:

A total of \$105,000 will again be offered as awards in 14 media categories, competitively grouped according to circulation or scope of market. In each category a First Prize of \$5,000 and a Second Prize of \$2,500 will be offered. A distinguished panel of judges, appointed by The Amos Tuck School of Business Administration, selects all winners. These winners will be announced and honored at a May 20, 1980, luncheon in New York City.

Eligibility:

Entries must be original works published, broadcast or telecast between January 1, 1979, and December 31, 1979.

Administration:

The Amos Tuck School of Business Administration of Dartmouth College is sole and independent administrator of the program.

Judges:

Andrew F. Brimmer

President
Brimmer & Company, Inc.

Alexander Calder, Jr.

Chairman and Chief
Executive Officer
Union Camp Corporation

F. William Cole

Dean
Medill School
of Journalism
Northwestern University

Victor Gotbaum

Executive Director
District Council 37
American Federation
of State, County and
Municipal Employees

Norman E. Isaacs

Chairman
National News Council

Paul W. MacAvoy

Milton Steinbach Professor
of Organization and
Management and Economics
Yale School of Organization
and Management

Paul Miller

Gannett Co., Inc.

Ralph A. Renick

Vice President
Wometco Enterprises

S. William Scott

Senior Vice President
Radio Station Group
Westinghouse
Broadcasting Inc.

Otto A. Silha

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Minneapolis Star and
Tribune Co.

Adele S. Simmons

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Hampshire College

Frank Stanton

Former President
CBS

Reverend Dr. Leon E. Sullivan

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Philadelphia

William F. Thomas

Executive Vice President
and Editor
Los Angeles Times

Murray L. Weidenbaum

Director
Center for the Study of
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For Entry Blank or Additional Information Write:

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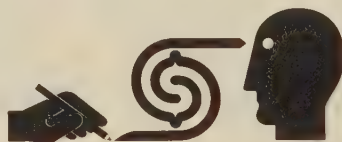
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Deadline for Entries:

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Media Awards
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Every Saturday since 1884

Unpaid auditing plan fails to win newspaper support

By Celeste Huenergard

The possible audit of unpaid newspapers by the Audit Bureau of Circulations seems to be creeping toward an unceremonious death.

At least that was the impression given during the newspaper session of ABC's annual convention in New Orleans November 7-9.

A brief progress report on the subject and a motion to table it until the 1980 meeting replaced the heated debate that highlighted last year's conference.

"It's like they're hoping the whole thing will just go away," one member commented afterwards.

But it was a different story one flight up in the concurrent advertising session.

"Newspapers better understand that suburban papers are the ones benefitting from a lack of auditing of free papers," James F. Boynton, media manager for J.C. Penney Co., told his group.

Robert G. Kissell, national retail advertising manager for Sears, Roebuck and Co., voiced the same warning.

"Giveaway or shopper newspapers have grown from a \$5 million business ten years ago to a \$500 million (one) today," he reported. "To most of us retailers and advertisers, audited circulation (of giveaways) makes good sense. It tells the advertiser exactly what he's getting."

Kissell said he was surprised that the prospect upset so many newspaper members since it only calls for the audit of unpaid publications circulated by ABC paid circulation member.

Newspapers have argued in the past, however, that such an audit might reduce the integrity and tradition of ABC, force those dailies without tmc programs to start them, and eventually include present non-member free circulation products.

For the time being the question appears to rest in committee limbo.

ABC has been auditing unpaid business publications for several years. In May of 1978 it conducted experimental audits of four un-paid publications, including two newspapers. The test results proved that ABC has the expertise and techniques to audit unpaid, according to Fred W. Smith, executive vicepresident of Donrey Media group.

Those results were announced during ABC's 1978 annual meeting and the bureau's staff was asked to prepare an

in-depth analysis or White Paper on the subject.

Last June the ABC board of directors recommended that the White Paper be sent to the International Newspaper Advertising Executives' advertiser relations committee for their suggestions and help.

ABC hoped to have some response from INAE for their meeting this month but INAE is still sitting on it. The White Paper has never been presented to the general newspaper membership.

When asked what the status quo of unpaid question is, Howard Kutz, ABC senior vicepresident and assistant managing director, replied: "It's still in the ABC Policy Committee and still before INAE. It will be considered further at the ABC February board meeting. And I believe that between now and the 1980 annual meeting we will put out another White Paper in some form because I think it's our responsibility to keep the whole membership informed."

Meanwhile, advertisers should begin receiving circulation data according to zip codes sometime during 1980.

Initially, the data will not be broken down for multi-zip towns unless this information is provided by the newspaper and eventually audited.

A test audit for the zip code project is already underway at the *Levittown* (Pa.) *Bucks County Courier Times* and another newspaper.

Smith acknowledged that some newspapers are concerned that the zip code data might encourage retailers to buy in only selected zip code zones or ask for discounts in the less affluent portions of the market. But he added that some retailers are already compiling the zip code information manually and feel "newspapers may be hiding their light under a basket."

Kissell told his group that if newspapers know they're weak in a certain zip "and know we want to advertise, then they should put on a special sales drive, knowing they'll pick up additional dollars. We have urged advertisers to exert pressure on the local newspaper in each market to get this."

Other business on the newspaper session's agenda included a member plea for the faster release of white audit figures.

One circulator complained that "in certain cases the bureau is running two to three months behind" in providing audited figures after the audit is conducted.

Kutz said ABC was working on the problem and considering the possibility of letting publishers have a typewritten copy of the first page of the audit report a few days after the audit is finished.

Richard Carpenter, president of the San Francisco Newspaper Agency, defeated two circulators for another two-year term on ABC's board of directors in the 100,000 or more circulation category. Grover Friend, general manager of the *Levittown* (Pa.) *Bucks County Courier* was elected in the 15,000 to 100,000 circulation category. He replaced Norman Fischer, promotion manager of the *Rock Island* (Ill.) *Argus*, who resigned his directorship for personal reasons. Sam D. Kennedy, publisher of the *Columbia* (Tenn.) *Daily Herald*, was re-elected in the less than 15,000 circulation category.

Press right at trial upheld by Ark. court

A defendant's right to a fair trial does not outweigh the public's right to observe justice in progress, the Arkansas Supreme Court ruled November 13.

The court held that Circuit Judge Henry Britt of Hot Springs could not exclude the public or the news media from court hearings held in chambers in a criminal trial.

The court also said that Judge Britt could not, in exchange for letting a reporter attend a closed hearing, prohibit the reporter from writing about it or make the reporter submit his article for censorship.

The ruling came in a case in which the *Arkansas Gazette* and one of its reporters, Ginger Shiras, had asked the court to order Judge Britt not to exclude the news media from a closed hearing.

Miss Shiras was covering the trial of Rodney Coston of Malvern in January 1978. Mr. Coston was charged with conspiracy to commit murder in the slaying of his wife, Doris Jean Coston. Mr. Coston was later found not guilty.

100th anniversary

The *McMinnville* (Tenn.) *Southern Standard* observed its 100th Anniversary October 31 with a special edition focusing on the county's history.

The paper's largest edition consisted of 8 sections, 78 pages, and four advertising supplements which were distributed county wide.

Owned by the Morris Newspaper Corporation, Savannah, Georgia, the paper publishes three times a week (Monday, Wednesday, and Friday) with a circulation of more than 9,000.

C. F. McClughan is the publisher; Mike Pirtle the editor.

Jean Otto: First woman president of SPJ/SDX

By Lenora Williamson

Way back on the eve of the 70s a venerable journalistic society flung itself into the new decade by voting to admit women to its ranks.

Now, as the Society of Professional Journalists, Sigma Delta Chi nears the significant first year of the 80s and the year of the First Amendment Congress, it has a woman president.

She is Jean Otto, editor of the op-ed page of the *Milwaukee Journal*. And she is also chairwoman of the First Amendment Congress' steering committee.

Equally, she is a wife, mother, and grandmother.

And equally impressive, Jean Otto started in the newspaper profession when she was 35 years old, with no background in journalism—except. That basic exception was holding a major in English from Ripon College "reading and writing and being interested in everything."

She was widowed, with three children in the third and fourth grades, when she joined the *Appleton (Wisc.) Post-Crescent*. She is a native of Wisconsin, where some of her ancestors arrived even before it became a state.

The agenda of "firsts" in her career includes being the first woman editorial writer at the *Milwaukee Journal*—and the newspaper's first op-ed page editor.

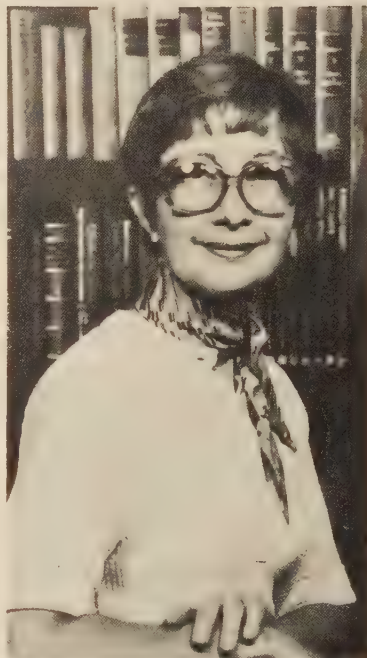
"It takes hard work and people along the way who have faith in you to start a career at 35," she muses, sandwiching a brief luncheon interview between arrival at the Waldorf-Astoria in New York City and the pre-convention board meeting of SPJ, SDX's 70th year convention.

Jean (there is no calling her "Otto" in this interview) views her Saturday, November 16, installation as president "a heavy responsibility" and adds with calm assurance that emphasis on "the first woman president" doesn't bother her. "I'm comfortable with being a woman."

But she is not comfortable with being asked (in particular during the year she was president-elect) to talk about women in journalism: "A waste of time . . . more important things to talk about . . . women are no different than men."

A few minutes later, Jean will amend that declaration, saying while she doesn't see a lot of difference between men and women, she would like to see even less.

Jean agrees that women who want to have children and a career can have both—but it's tougher. "Allegiances can be divided once that child is put in your arms."



Jean Otto

The quality of time—not the number of hours—is still her criterion for time with children. She shared work experiences with her children. Twin daughter, Mary Ellen Takayama, followed mother to journalism, got a masters, and now has a public relations agency in Garden Grove, California. The other twin, Peter, teaches second grade in Mukwonago, Wisconsin, and daughter Jane Rahman, who holds a masters in French education, is occupied at home with young children.

"And next week," Jean adds with a special smile, "I will have been married to Lee Baker 6 years." A former United Press International newsman, he heads Lee Baker Associates public relations agency in Milwaukee.

Jean first married right out of college—"as they did in the 40s when everybody knew you would *never* get married if you didn't do it then." She had 3 children all in 18 months.

Jean went to work at the Post-Crescent when women's pages were just beginning to change and to deal with social issues. Women's pages she thinks are "probably the most downgraded part of the paper—but with opportunity to be the most readable and zingiest page of the newspaper."

Many women get out of journalism school think it demeaning to go to work on the women's page, but not Jean.

"You have more space, more freedom; there's no story that doesn't have a women's angle; women are part of our society. Get the woman's angle and go, if you have to justify it that way."

From woman's editor of the Post-Crescent Jean moved to general reporter in the women's department of the *Milwaukee Journal* (1968-1972). With a job opening on the editorial page, she felt the urge to try something new. Others were interested too, and the *Journal* gave 9 candidates 3 weeks each as a tryout.

"I wrote editorials like there would be no tomorrow, 45 in 3 weeks." And while she didn't expect to get the job, in June of 1972 Jean became the first woman editorial writer at the paper. "There've been two since, so I didn't spoil it for the next."

When the *Journal* created the post of op-ed page editor, Jean got that job. She is a member of the Wisconsin media-bar committee.

Loyal to editorial writers, Jean considers their role probably the most underappreciated in journalism. "Ninety-eight percent of what you have to know you never say . . . it's the 'on the other hands' that kill them." She says she never used "on the other hand" in an editorial—"only in conversation."

The new national executive held to her work philosophy when she joined SPJ/SDX Milwaukee chapter. Elected to the board a year later, she chaired the ethics committee for a year and then was president of the chapter from 1974 to 1976.

Jean moved into national Society work in 1975 on the resolutions committee, becoming chairwoman in 1977. From national treasurer to national secretary, she became president-elect last November in Birmingham.

The new year is a double challenge, what with the First Amendment Congress January 16-17 in Philadelphia and the second meeting in Colonial Williamsburg beginning March 16 for a three-day workshop followup to Philadelphia.

The society has joined with 11 other journalism organizations to sponsor the national congresses on the importance of the First Amendment to the public and the press.

Jean Otto has one word for the work involved in the Congress organization: "exhilarating."

Attendance is by invitation for 300 participants encompassing broad representation of the public.

The 300-limit is "not to shut people out," hastily adds Jean, but only 300 can fit in the First Bank of the United States rotunda, which will be an historic setting for the Congress.

"The key," the chairwoman adds, while searching out a copy of the program from her brief case, is to draw the public into the press's corner and to listen to public perception of the press. The

(Continued on page 13)

A.T. Primm retires from St. Louis P-D

Alexander T. Primm, senior vicepresident, *St. Louis Post-Dispatch*, was one of 30 employees of the Pulitzer Publishing Co. with a combined total of 599 years of service, who retired last week under provisions of the Pulitzer Pension Plan.

Primm joined the Post-Dispatch as a reporter in 1936, later switching to the business side. In 1947 he was named assistant production manager and two years later was promoted to production manager, business manager in 1968, to vicepresident and general manager in 1969 and senior vicepresident in 1978.

In the early 1970s, the Post-Dispatch became the first large newspaper in the country to take advantage of the improvements in reproduction offered by offset.

Primm will remain on the board of directors of Pulitzer Publishing Co.

Other retirees included Michael Piazza, retail ad sales manager, Jack Bernstein, news copy editor, Hollis G. Nichols, head building custodian, and Betty J. Davidson, adviser in the ad department, as well as 15 printers and 10 pressmen.

UPI assigns two to new bureaus

The appointment of managers for two of United Press International's newly-opened bureaus were announced by H. L. Stevenson, vicepresident and editor in chief of UPI.

Charles E. Debevec will manage the new bureau in Morgantown, W. Va., and John Rhodes will cover the news from Atlantic City, N.J.

Debevec, 25, is a graduate of St. Thomas College in Minnesota and was sports editor of the *Mesabi* (Minn.) *Daily News* before joining UPI in Charleston, W. Va.

Rhodes, 26, is a graduate of the University of North Carolina and worked as an editorial assistant for the *New York Daily News* before joining UPI in 1978.

Other new bureaus will be located in Charleston, S.C., the Quad Cities area of Iowa and Illinois, Roanoke, Va., and Scranton, Pa.

Raymond F. Groves was named vicepresident and director of computer systems for United Press International.

In announcing the appointment, Roderick W. Beaton, president of UPI, said that Groves would be responsible for UPI's computer systems operations, both in New York and in UPI's new Dallas Technical Systems Center.

Groves joins UPI from Delta Resources where he was a principal consultant working with UPI on its systems conversion.

Eller resigns from Gannett

Citing "serious disagreements over the philosophy, policy, and style of top management at Gannett," Karl Eller resigned from the company's five member office of the chief executive.

Eller, 51, had been president of Combined Communications, Inc. when it merged with Gannett Company, Inc. last June and continued to head Combined as a Gannett subsidiary operating television and radio stations and outdoor advertising.

He was given credit for the recent acquisition by Gannett of the *Nashville Tennessean* and sale of the *Nashville Banner*.

To assure an orderly transition, Eller will remain president of Combined until December, but he has been relieved of most of his administrative responsibilities. He intends to stay on as a director of Gannett because of his substantial stock holdings, about 1.3% of outstanding shares.

Eller had no further comment on his future business plans or the nature of his disagreement with Gannett's management.

In accepting Eller's resignation, Gannett's chairman and president, Allen H. Neuharth, wished him "every success in his future personal entrepreneurial endeavors."

Neuharth announced that effective immediately Gannett has realigned its broadcasting and outdoor advertising

operations "to insure their continuing success" in the wake of Eller's departure.

Al Flanagan, 64, president of Gannett Broadcasting Group and who had been president of Combined Communications broadcasting division since 1972, will take charge of those operations. He will remain based in Denver and report directly to Neuharth.

Also reporting directly to Neuharth will be Harry T. Goss, 50, president of Gannett Outdoor Advertising, who assumes full responsibility for all outdoor operations in the United States and Canada. Goss was executive vicepresident of Combined Communications and before the merger had headed its outdoor advertising division since 1977. He will keep his office in Phoenix.

Flanagan and Goss have been members of Gannett's 14 member operating committee, headed by Neuharth, since the Combined merger. They had previously been reporting to Eller.

Neuharth stated Gannett will not replace Eller in the office of the chief executive which will continue as a four member body. In addition to chairman Neuharth, the others making up the office are Douglas H. McCorkindale, senior vicepresident and chief financial officer; John E. Heselden, senior vicepresident and chief of newspaper operations; and John C. Quinn, senior vicepresident and chief news executive.

Jean Otto

(Continued from page 12)

Williamsburg workshop conclusions will be circulated in video tape, film, scripts, for various groups, law schools, journalism schools, and radio, television, and newspapers.

The over-all budget of \$200,000 is being raised by donation.

Jean Otto does not see whatever set of guidelines emerges from the congresses as the end of it. She counts on a ripple effect in public perception of the First Amendment and local and state seminars conducted by the Society's nearly 300 chapters.

The chairwoman emphasizes that threats and intimidations from the legal community impose great danger that the press will exercise self-censorship. The danger is most severe on the small newspaper and the small broadcaster who can not risk going to court in expensive legal battles.

Journalism accepted its obligation to inform the public; now journalism has to form an alliance with the public to sustain freedom of the press, in Jean Otto's opinion.

Propane-driven vans

Use of propane gas as an alternate fuel for the operation of route delivery vans and cars shows a modest savings over gasoline, and "peace of mind" is a large factor," W.K. Ulerich, publisher of the *Clearfield* (Pa.) *Progress* reports.

The newspaper has a daily circulation of 18,794 and is located in the Allegheny Mountains area in the north central part of the State.

The Progress has installed propane units in its six circulation delivery vans but continues to have them also equipped with the usual gasoline tanks. It cost the Progress \$9,100 for six vans and a thousand gallon storage tank base and pump assembly.

The total average daily mileage of the vans was 650. The two-month survey showed that the vans averaged 10.68 miles per gallon of gasoline and 8.96 with propane. This amounts to 19% less for propane. The average price for gasoline at the time of the survey was \$1.04 and propane was 78¢. Yearly savings on this basis came to \$2,063. Taking into account investment credit for the equipment and depreciation, the equipment should cost-justify in under three years, the survey showed.

Gave up music for the camera

The 1979 winner of the Southern Short Course in News Photography Award is a former high school music teacher who moved into photography as a hobby—and then edged into professional work when the hobby became too expensive.

He's Andy Bruce of Newark, Delaware—seven years a music teacher following graduation from the University of Delaware in 1969. His news career began in the sports information office of the University and then moved to the *Weekly Post* where he was a sports stringer for about a year and a half.

Bruce has been the *Weekly Post's* fulltime photographer for four years now, covering news, sports, and features.

The *Weekly Post* has a regular Styles page which uses from 3 to 5 photos covering food, home and fashion features. And Bruce does some picture pages on special events, serving as picture editor for the pages.

There's a dark room at the office—and of course at home where Bruce lives with his wife Nancy and daughter Karen. He explains the

career switch had its beginnings when Nancy encouraged an interest in photography during their engagement.

Bruce's photo technique was learned by reading magazines "cover to cover" but mainly Ansel Adams' books on technique. The rest of his style, he adds, is from "trial and error and understanding editors."

Pat Crowe of the *Wilmington News Journal* helped "enormously" with technical advice and encouragement. Bruce says that without Crowe's help the portfolio that won top honors in the annual Southern Short Course competition would not have been possible.

The short course is sponsored annually by the North Carolina Press Photographers. The major SSC award title of Southern Photographer of the Year is held by George Wedding, *Palm Beach Post*, who early this year also won the Pictures of the Year World Understanding Award for his portfolio on the illness and death of a young girl with brain cancer. (E&P April 21)

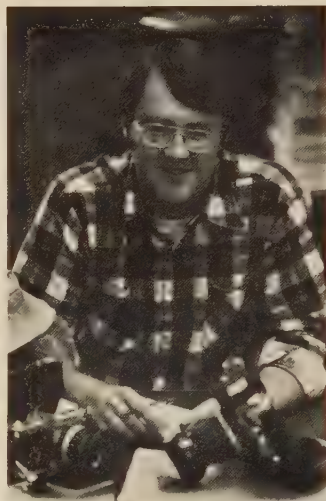
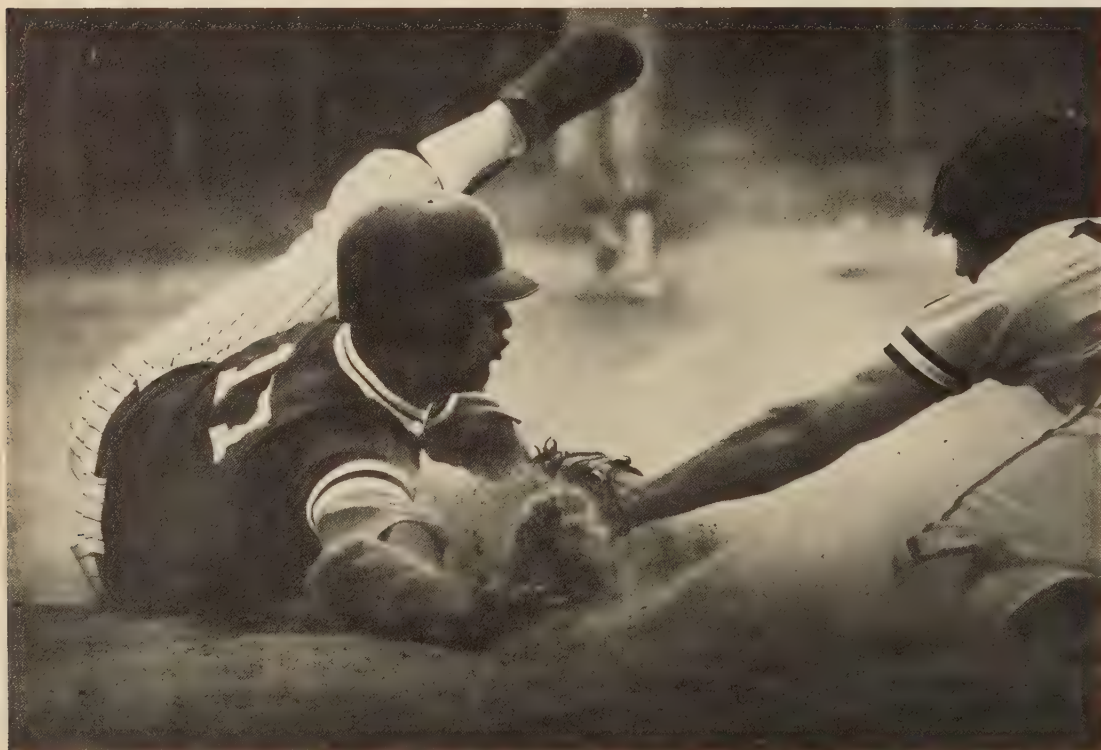
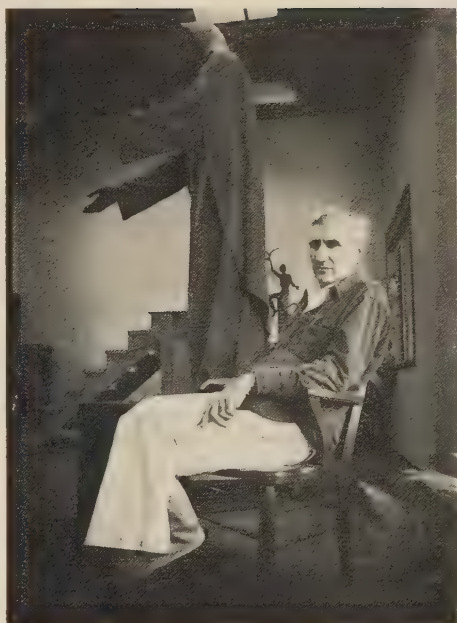


Photo by Rudy Nyhoff

Andy Bruce
The Weekly Post
Newark, Delaware





**Excerpts—
Andy Bruce
Portfolio**



**Produced by
Lenora Williamson**



Ad bureau sells 'Can Do' to agencies

Charles Kinsolving, marketing/planning vicepresident for the Newspaper Advertising Bureau, has traveled through most of the country in past weeks on a whirlwind tour designed to generate interest in 'Can Do,' the bureau's on-line readership data base.

Developed as a tool to facilitate multi-market newspaper buys in conjunction with Newsplan, 'Can Do' produces detailed audience data for any list of newspapers; customizes that data to any geographic or demographic definition; calculates reach and frequency estimates; allows media mix analyses through other data bases for other media; and delivers output data via an on-line computer source directly to the terminal-equipped user.

The NAB spent some \$20,000 developing the software for the system and allocated about half its marketing manhours over the equivalent of a three month

period to generate the data.

Now, 'Can Do' must be sold to both the industry it serves and those who use that industry to convey an advertising message.

Kinsolving is currently conducting 'Can Do' sessions in the nation's major advertising cities. He has already hit New York and Chicago, and he plans sessions for Detroit, Los Angeles and San Francisco. In addition to group sessions, Kinsolving and a small battery of 'Can Do' experts are visiting individual agencies for "in house" demonstrations.

Agencies which are equipped with large-carriage terminals can plug directly into the 'Can Do' data base and retrieve marketing information instantly. Agencies lacking terminal facilities can order up a survey, and, depending on its complexity, can usually get answers the following day by going through the bureau. The surveys cost anywhere from \$15 to

\$125 each, again depending on their complexity.

At present, according to Kinsolving, 'Can Do' is not doing very much, pointing up the need for informational presentations for ad agencies and their clients.

Kinsolving says the system is currently processing information for agencies, but he adds that he doesn't think the system will reach optimum agency use levels until newspapers and rep firms begin incorporating 'Can Do' into their own sales presentations.

The agency media people assembled for the 'Can Do' presentation in New York appeared enthusiastic, although Kinsolving noted that the agencies will probably want to know more about the research behind 'Can Do' before acknowledging the system as an authoritative source.

Researchers elect new officers for 1980

The National Research Council, held their annual business meeting in Kansas City, with over 100 members in attendance. November 12-14.

The membership elected three new directors to the board: Gerald T. Silvers, *Cincinnati Enquirer* research director; Philip E. Stout, *Oklahoma City Daily Oklahoman & Times* marketing services manager; and Gerry Wilson, *San Diego Union Tribune* manager marketing services.

The board elected the following officers for 1980: president, John Timberlake, *Chicago Tribune* research manager; vicepresident, Francis J. Kenny, *Detroit Free Press* research director; secretary, John Vernon, *St. Petersburg Times/Independent*. Research manager and treasurer, Philip E. Stout.

Inter-media audience measurement, progress reports on the Newspaper Readership Project and discussions of

the 1980 Census highlighted the first day of the meeting.

Ron Kuzoian of the *Boston Globe* briefed members on the progress of Three Sigma's syndicated newspaper audience study in the top U.S. markets.

Charlie Kinsolving and Uldis Grava of the Newspaper Advertising Bureau delivered an audio-visual presentation on their Computer Analyzed Newspaper Data On-line (CAN DO) system.

Ed Spar, president of Market Statistics, brought members up to date on plans and Challenges of the 1980 Census. Spar emphasized anticipated difficulties from the mail response method, undercounts of minorities and illegal immigrants and changes of definitions in certain metropolitan areas.

The sessions included presentations on advertising effectiveness, plus market examples of psychographics for life-styles research and inter-media sales systems.

DDB buys C&C Cola's ad agency

Doyle Dane Bernbach Inc. has acquired the advertising operations of Catalano & Gornick, Inc., a five-year-old New York agency. Catalano & Gornick's client roster includes C&C Cola, which, since its purchase by ITT in 1976, has become the third largest selling cola in the New York metropolitan area.

C&C Cola is also marketed in upstate New York, Massachusetts, Pennsylvania, and Washington/Baltimore, and earlier this year entered the California and Virginia markets.

Because of C&C Cola's growing success and plans to expand its distribution across the country, the resources of a full-service agency were needed, said

Jerry Stein, president of Catalano & Gornick. A joint search and evaluation process was conducted by Catalano & Gornick and C&C Cola. Doyle Dane Bernbach was selected from among a number of agencies as the best to fulfill the long-term needs of C&C Cola.

Catalano & Gornick's staff will be absorbed by Doyle Dane Bernbach.

The O.M. Scott Company, also an ITT subsidiary, has been a Doyle Dane Bernbach client since 1971.

Catalano & Gornick's other accounts have included Monroe Calculators, Celanese Chemical Company, Priscilla of Boston and Tower Publishing Company.

Haiti law silences opposition party

A drastic government press law that has wide powers to silence the opposition has been put into effect in Haiti.

Although the law was approved by the legislature and signed by the President last month, it did not take effect until October 24, when it was published in the official government bulletin, *Le Moniteur*.

Among other things, the law provides jail and prison sentences for those convicted of such vague crimes as "offenses" against president-for-life Jean Calude Duvalier or the first lady, his mother, Simone.

It outlaws "provocations" against the armed forces, stories that "disturb the public peace" or erode public confidence in the nation's financial system. It bans foreign publications that are "subversive or against bad manners."

It also requires journalists to register and gain approval of the government-affiliated journalists' association.

After several weeks of near total silence on reporting local affairs, newspapers and radio stations have begun to criticize the new law as unconstitutional.

Gregorie Eugene, publisher of the bi-monthly periodical *Fraternite* and professor of constitutional law at the state university of Haiti, said the constitution would have to be amended before the law could be valid.

Eugene is president of the recently created Christian Democratic Party.

It is believed the law was provoked by and anti-Duvalier radio broadcast made last month by Silvio Claude, leader of a small opposition group who was arrested after the broadcast.

7-month strike ends at MacMillan mill

MacMillan Rothsay Ltd., and the Canadian Paperworkers Union (CPU) signed a labor agreement last week that ended the 7-month strike at the St. John, New Brunswick mill.

The new contract which has a 5½ year length and contains a formula to link pay scales with those at MacMillan Bloedel plants in British Columbia, could portend the type of industry/labor agreement that will be adopted nationwide in Canada next year.

Under the new contract the base pay for the 550 union members at the St. John plant will be \$8.09 an hour, which includes a 90 cent per hour increase retroactive to June 1, 1978.

Also, the union members will get 47¢ an hour more on June 1, 1980. At this time the East coast pay scales are tied into the West Coast scales. From June 1, 1980 until the end of the contract in 1983, any wage boosts in British Columbia will be given to the New Brunswick union members.

Next April 30, contracts covering about 33,000 Canadian Paperworkers Union members will expire in the provinces of Ontario, Manitoba, New Brunswick, Quebec, Nova Scotia and Newfoundland.

Paperworks in British Columbia have a base pay of \$9.06 (Canadian) an hour which is \$1.17 more than the \$7.89 earned by most paperworkers in eastern Canada.

The MacMillan Rothsay mill employs about 550 CPU members with production rated at 293,000 metric tons per year.

In a related development Great Lakes Forest Products Ltd., said it agreed to purchase the forest-products assets of Reed Ltd., at Dryden, Ontario. Price was an estimated \$80 million (Canadian).

The Great Lakes company also said it was considering installing a newsprint machine as part of the kraft pulp mill. The machine under consideration would produce about 190,000 newsprint tons.

Parsons, Kans. editor protests Rock Island sale

By Roger E. Rowlett

Clyde M. Reed, editor and publisher of the *Parsons* (Kans.) *Sun* is leading an almost one newspaper fight to prevent the purchase by the Southern Pacific Railroad of a portion of the Rock Island Railroad line running from Santa Rosa, N.M., through Kansas City to St. Louis.

Reed appeared November 5 at an Interstate Commerce Commission hearing in Kansas City to protest the proposal.

The hearings have been held throughout the country since last April and ICC officials said he was the first newspaper publisher to appear at the hearings to protest the purchase of the 992-mile line for \$57 million.

Reed said he opposed the plan because he felt it would give the Southern Pacific an unfair competitive advantage in moving products between the Midwest and the West Coast.

The unfair competitive advantage would in turn hurt other viable railroads already serving the area and could cause some of them to reduce service to shippers in the Midwest, Reed believes. Specifically Reed said such cutbacks could hurt the transportation of newsprint on the Missouri-Kansas-Texas Railroad (the Katy) to the Parsons plant and could jeopardize the future of the Katy, which is the second largest employer in Parsons.

"As a resident of Parsons and a close student of the Katy's history and operations, I am convinced that such a development (the sale of the line) would be extremely harmful to the Katy—among all Kansas railroads, a railroad that can least afford diversion of traffic," Reed said.

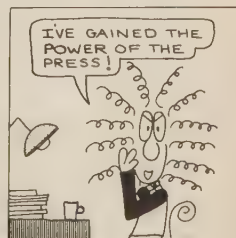
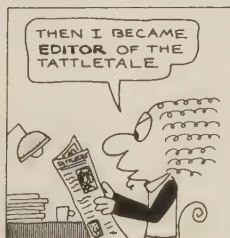
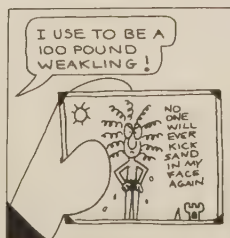
Katy officials have estimated that they will suffer an annual loss of gross revenues of \$6.7 million in lost shipments if the takeover is approved.

Parsons is about 100 miles from the closest point to where the Rock Island line in question passes.

Officials from all over Kansas including the governor have supported the sale, saying that it would revitalize the rail industry in the state. However, the Katy, the Sante Fe, the Missouri Pacific and the Union Pacific have all protested the sale saying it would hurt them.

The Southern Pacific, through its subsidiary, the St. Louis Southwestern Railway Co. (the Cotton Belt) is proposing to purchase the line from the bankrupt Rock Island for \$57 million and then to spend \$250 million to upgrade it.

Limited Editions



By Doug Brunner

Newspaper machine started by Bowater

A two-year construction program to expand Bowater Southern Paper Corporation's pulp and paper manufacturing facilities in Calhoun, Tenn. has been completed and the equipment is in operation.

William C. Grater, president and general manager, said the successful start-up of the new paper machine followed the earlier start-up of additional pulping units.

Announced in 1977, the project was completed on schedule and within the budgeted cost of approximately \$90-million, Grater added.

The new machine is designed to produce a sheet of paper 25 feet wide at the rate of 3,500 feet-per-minute. This amounts to one ton of paper about every two minutes and 17 seconds, or enough every minute to cover two acres.

Annual capacity of the new machine is about 155,000 tons, which will bring Bowater Southern's total newsprint capacity to approximately 655,000 tons per year.

The new facility has been staffed almost entirely from within through promotions. About 125 employees have been added, most of them at the entry level to replace others who were moved up.

Service on the line is currently under an ICC order by the Kansas City Terminal Railway Co., a switching company in Kansas City, because the ICC has felt that the Rock Island does not have the financial resources to continue operations on its own.

A decision on the purchase is to be made by the ICC before next summer.

Jane Gormley dies

Mrs. Thomas R. (Jane) Gormley, wife of current INAE president Tom Gormley, director of marketing/advertising for the *Cincinnati Post*, died on October 25 in Cincinnati. She would have been 58 on November 18, the same day as her 34th wedding anniversary. Sympathies can be sent to the family at 10933 Brookgreen Court, Cincinnati, Ohio, 45247.

Agency media planners irked by short notice of rate hikes

By Bill Gloede

Jack Cohen, Doyle Dane Bernbach's chief print buyer and chairman of the American Association of Advertising Agencies' Newspaper Committee, is plainly miffed over line rate hikes announced by two major U.S. daily newspapers.

Cohen doesn't mind the increases. He says he understands the pressure put on newspapers by rising newsprint costs and inflation. What he does mind is the extremely short notice given him by both papers: one informed him of a December 1 line rate hike on November 7, the other made a similar announcement with 27 days notice last month.

In an interview with E&P last week, Cohen, speaking as 4A's Newspaper Committee chairman, said, "On behalf of our industry and our clients, we have to make note of this. It is terribly unfair to agencies, and particularly to the clients."

Cohen explained the process that a short notice rate hike touches off. First, he said, planners have to recalculate fee schedules for the particular newspaper. Since print buys are usually planned months in advance, less than two-month's notice of ad rate increases forces revision of the plan—which has already been submitted to the advertiser.

The second step in the process, according to Cohen, is an encounter with the client during which the added costs must be explained. Cohen said the client usually faults the agency for miscalculating the original plan. That's where the third step comes in—taking the flack from the disgruntled client who has just seen his advertising expense jump. Had the newspaper given more advance notice, the paperwork, the flack and the "ill-will" generated by the incident would have been avoided, according to Cohen.

He explained that virtually all daily newspapers gave 90 days notice of ad lineage rate increases before the 1975 newsprint crunch. For many papers, the advance notice policy then dropped to 60 days. Further tightening of newsprint supplies since have led some newspapers' policies to dwindle to 30 days and others to abolish the standard altogether.

A quick check of the October Standard Rate & Data book confirms Cohen's story. The 90 day-notice is all but nonexistent, with most dailies split between offering 30 and 60 days notice of line rate increases. Many don't list any policies at all.

Says Cohen, "We can live with 60 days, but anything less than that is unacceptable from our point of view."

And he points out the irony in the fact that while the industry as a whole is pushing hard to get more involved in the agency planning process, many individual newspapers scuttle the planning with short notice of rate hikes.

Traffic-building ad for funeral homes created by ad agency

A small newspaper ad that has produced \$6,600 of pre-need business in three days for an Iowa funeral director, is now available free to funeral directors.

The free offer has two limitations, according to Norman Church, whose mortuary advertising firm in Woodland Hills, Calif. created the ad.

"We'll supply camera-ready art and typed personalized copy for one-time use in any city where we don't have an exclusive client now," says Church. "Plus, we must restrict our free ad offer to only one funeral firm in each newspaper coverage area."

The sales-building display ad is 2 columns by 6 inches in size. It is complete after the newspaper sets the personalized body copy and drops in the funeral firm's logo and building drawing or photo.

"I'm sure that this ad will produce pre-need inquiries and sales for every funeral director who runs it," Church says. "Since 1930, our firm has created over 6,300 individual newspaper ads. We know they pull well for our clients. And, our continuing research proves that most families say that they expect to see mortuary advertising in their newspapers."

The free ad offer is made by Church's firm to acquaint funeral directors and newspaper advertising personnel with a new service, "100 BEST BUSINESS-BUILDER ADS". This is a collection of 12-inch and 20-inch newspaper ads said to be the most powerful group of ads ever assembled in the field of funeral service.

A request for the free ad also earns a temporary exclusive reservation for the funeral director's city, plus a catalog and ordering information for any of the "100 BEST ADS".

Letterhead requests should be sent to: Norman Church Associates, P.O. Box 474, Woodland Hills, Calif. 91365.

Rep appointed

Bakersfield Californian has retained Sawyer-Ferguson-Walker Co. as national advertising representatives. The newspaper was represented by Branham/Papers Sales.

Public service savings bond ads rapped

A San Francisco-based public interest law firm has filed a class action before the Federal Trade Commission charging the U.S. Treasury Department with unfair and deceptive advertising practices in its public service campaign for U.S. Savings Bonds.

The firm, called Public Advocates, alleges that the Treasury Dept.'s promotion is "close to fraud" in that it induces people to buy low-interest bonds when prevailing interest rates on a myriad of investments pay almost twice the return. The firm, which is supported by Ford Foundation, claims the low-interest bond rates deprive small savers of at least \$2.4 billion annually.

The Treasury Department's ad campaign was developed by Leo Burnett Advertising through the Advertising Council.

Robert Keim, president of the ad council, says, "the ball's in the court of the FTC."

Keim, who once headed up the advertising and marketing divisions of Chase Manhattan Bank, claims that the advertising, in itself, is not deceptive. "You have that problem in any kind of bank advertising," he says.

"The question, as I see it, is whether the whole government policy is wrong here. Naturally, we're trying to sell a basic concept. But there's a public interest that overrides the basic interest rate. Patriotism," Keim explains.

He reports that research has indicated that people buy bonds more on their "Patriotic appeal" than for the interest rates they bear. Defending the volunteer ad agency, he reports that Leo Burnett himself, before his death, had large amounts invested in U.S. Savings Bonds.

Keim says the Ad Council will not take any action concerning the campaigns.

Ad rates hiked by N.Y. Times

Advertising rates in the *New York Times* will be increased January 1, it was announced by Fred D. Thompson, vice-president for advertising.

Thompson, in a letter to advertisers, noted that rising costs in all areas, particularly newsprint and fuel prices, had forced the increases, which will be in accordance with the price guidelines established by the Carter Administration.

The increases, which vary by category, will affect all advertising except that appearing in the *New York Times Magazine* and the *Book Review* and the automobile, boat and pet classifications.

Ad scene

By Dan Lionel

NAB girds for big 1980 want ad year

With the perennial leader, classified advertising, continuing its record breaking growth pace, at 16.9% for the 1st 8 months, ahead of all other newspaper ad categories, NAB vicepresident-classified Eric Anderson is looking down the road and developing programs designed to keep the want ad money tree flourishing.

"We're not just doing research for the sake of presenting pretty figures to the advertisers," Anderson said. "We have developed a strong liaison with CAMs via ANCAM's new president, Marvin Veal, CAM Dallas (Tex.) News and the ANCAM Action Committee. With their help we've developed a task force approach which checks out our project developments on a step by step basis in order to forge sales tools that are meaningful when the classified sales person confronts the advertiser on a one to one basis or in group sessions."

An outside sales training program, comparable to NAB's highly successful telephone "Train The Trainer" program which Marie Holland, NAB's V.P. for telephone sales had conducted for the past few years, will be unveiled in January under the leadership of newly appointed Robert Scaife, classified training manager. A task force of outside sales supervisors from leading papers have been working with Scaife, former CAM of the *Hamilton (Ont.) Spectator*, to provide the input they feel will make the program practical and effective both for neophytes and seasoned sales personnel. The task force includes George Hardin and Mark Sullivan, *Boston Globe*, Chris Ragona and Tom Burns, *New York Times*, Bill Galante, *Chicago Sun-Times*, Charles Stuart, *Washington (D.C.) Post*, Art Schuler, ass't CAM, *St. Petersburg Times* and Chuck McKenney, *Los Angeles Times*.

The outside training program, one of the Bureau's key projects for 1980, was decided upon after a consultant, commissioned by NAB, contacted 200 CAMs earlier this year and determined that there was a vital need in this area. The program will cover such matters as positioning classified, basic selling skills refresher, practical selling of the 3 basic classifications, help wanted, automotive and real estate utilizing all the sales tools available, preparing schedules, copy and layout, and co-op advertising.

Also scheduled for release in January is the last module of the classified readership study conducted over a two year period by Response Analysis Corp. via random sample, in-home interviews. The research data related to automotive will be embodied in a major classified automotive presentation which is being developed again with a task force of work-

ing classified automotive sales people from key papers.

The presentation will be unique from a number of aspects: It will be customized to different size markets; in addition to a slide presentation and proposed script the newspapers will receive copies of the questionnaire and the methodology followed by RAC enabling the paper to input local market data comparable to the national data.

According to Anderson, a surprising plus for classified turned up in the study when automotive ad readership by so-called "luke warm" prospects turned out to be almost as intensive as those who revealed themselves as "hot prospects", actually in the market for a vehicle. "The 'luke warm' prospects turned 'hot' when they saw an ad that turned them on," said Anderson. "... a good reason for a dealer advertising consistently."

Upcoming modules and related presentations will deal with help wanted and real estate.

With a somewhat lower priority but still looming large is NAB's promotion of a "Business-To-Business" classification. Here a survey showed that purchasing agents would readily utilize such a category both for buying and selling industry related merchandise and services. "The proper place for such ads," Anderson said, "has been determined to be the papers' business and financial pages. Here, newspapers can offer the flexibility and readership that neither the yellow pages or magazines can provide." Anderson envisages a major classification on motors, for example with sub-heads of 'New', 'Rebuilt', 'Electric', 'Gasoline', etc. "The advertiser can put details and prices into the ad unlike those in the yellow pages. And it represents virtually all new money for classified!"

Ad sales exec joins ad bureau

Arthur Cleveland has joined the Newspaper Advertising Bureau, Inc. as a project director in the chain store sales department where he will report to Christopher Jackson, vicepresident. Cleveland will work with Bureau member newspapers on special projects involving important accounts in their local markets.

This program, Complete Localized Advertiser Selling Service, (CLASS) was started by the bureau, primarily for small and medium size newspapers.

Cleveland's background includes positions as sales promotion director of the *New York Post* and promotion director of the *Newark (N.J.) Star-Ledger*.

Off-Track Betting mounts ad campaign

An ad campaign to persuade more New Yorkers to place bets at the 156 Off-Track Betting offices throughout New York City started November 12.

Al Paul Lefton Co., the agency which handles the \$1.5 million account, has created and placed ads on tv, newspapers and subways with a new theme, "Winning You Over."

According to John Keenan, president and chairman of the board of OTB, research shows an estimated 1 million bettors do not now bet at OTB.

In addition to the advertising campaign, a variety of traffic building promotions are planned, heavily supported by newspaper advertising. The first of these is a Holiday Gift Certificate promotion which will begin in mid-December. Available in any amount, the gift certificate is good for placing bets at any New York City OTB office. "The certificate is attractively packaged and makes for a unique last-minute gift giving idea," reports Marcia Picoult, executive director of marketing at OTB.

New York City Off-Track Betting Corporation is a public benefit corporation created by the state legislature. It conducts business in the five boroughs of New York City.

Ad revenue up 14% for 9 mos.

Advertising expenditures in daily newspapers increased 13.5% in September over the same month last year, according to estimates by the Newspaper Advertising Bureau, Inc. For the nine months through September, newspaper advertising rose 14.0% over the previous year, the NAB said.

By classification, the September gains were: classified, up 21.6%, national, up 19.7%, and retail, up 16.3%.

Increases for the nine months through September were: classified, up 17.9%, national, up 16.6%, and retail, up 10.9%.

These estimates of percentage changes are based on data which excludes New York City where a strike closed three major newspapers last September.

Including New York City, the Bureau estimates that total newspaper advertising for the first nine months of this year amounted to \$10.3 billion. By classification, the nine month totals were: retail, \$5.4 billion, classified, \$3.4 billion and national, \$1.5 billion.

The Bureau bases its estimates of newspaper advertising on lineage measurements by Media Records, Inc. in its index cities, plus other data.

Achievement awards go to 3 for pr work

Philip Lesly, president of The Philip Lesly Company, Chicago, and J. Handly Wright, retired, of Walkerton, Va., were named co-recipients of the 1979 Gold Anvil Award, the highest honor bestowed upon an individual by the Public Relations Society of America.

Dr. Kenneth Owler Smith, associate director of the School of Journalism, University of Southern California, Los Angeles, received the society's Outstanding Educator Award; and Richard E. Hodges, chairman of the board, Liller Neal Weltin, Inc., Atlanta, received the 1979 Paul M. Lund Public Service Award.

The awards, in recognition of outstanding service toward the advancement of the public relations profession, were presented to the recipients by PRSA national president, Kerry King, of Texaco, Inc., White Plains, N.Y.

Lesly was selected as one of the co-recipients for the 1979 Gold Anvil Award in recognition of his unique range of contributions toward the advancement of the public relations profession. He is author-editor of several leading books in the field as well as head of a public relations counseling firm.

Through his lecture and speaking engagements, Lesly has drawn national and international attention to the role of public relations, and his bi-monthly "Managing the Human Climate" is widely quoted as an authoritative source among opinion leaders and educators.

The other co-recipient, J. Handly Wright, has devoted a lifetime of leadership and achievement to the practice of public relations. He is the senior living past national president of PRSA, and since entering the practice of public relations in 1929, Wright has served as both counselor and staff personnel.

He has served with the National Association of Manufacturers, Monsanto Chemical, several counseling firms, and completed his career as vicepresident for public relations with the Association of American Railroads. Since retirement, Wright has been serving as consultant to several railroads and is a member of the Civilian Public Relations Advisory Committee to the Superintendent of West Point Military Academy, among other activities.

Dr. Smith received the 1979 Educator Award for distinguished service in public relations teaching, principally for the development of the nationally accredited public relations degree curriculum at USC. A former PRSA national president, Dr. Smith has had extensive background in the public relations education field, dating back to 1965 when he served

as a consultant to the California Department of Education. He joined the faculty of USC in 1970 after several years at California State University and UCLA, where he designed and directed the public relations certificate program.

The 1979 Paul M. Lund Public Service Award was presented to Hodges in recognition for his long-time dedication to various organizations and institutions in the metropolitan Atlanta area. His national service currently includes serving as a member of the Board of Directors of the Public Broadcasting Service and chairman of its Development and Public Information Committee. He also is a lay representative of the Atlanta Board of Education to PBS and the first president of the Public Broadcasting Council of the Atlanta and Fulton County Schools.

Hodges formerly has served on the board of directors for Atlanta's Chamber of Commerce, Board of Education, and numerous other civic organizations.

This award for outstanding public service is named for the late Paul M. Lund of American Telephone & Telegraph Co., and is presented annually to the candidate who most nearly exemplifies Lund's unselfish dedication.

The Public Relations Society of America, with a membership of more than 8,800 persons, is the major professional association for public relations practitioners and is the largest association of its kind in the world.

Newsday to open bureau in Peking

Newsday will open its first foreign bureau in Peking, China, Anthony E. Insolia, editor of the Long Island paper, has announced.

The bureau will be established by Newsday associate editor William Sexton, who has been responsible for the paper's daily and Sunday editorial pages, as well as its Viewpoints section, for the past seven years. Sexton will arrive in the Asian bureau in mid-December.

He was a member of the American Society of Newspaper Editors' delegation to China last year, and covered the Boston Symphony Orchestra's tour there in March and April of this year.

Sorge to run UPI's UN bureau

Reinhard M. Sorge, a 40-year veteran, was named United Nations bureau manager and chief correspondent for United Press International.

Sorge will report to foreign editor Gerry Loughran.

Sorge, who has twice served as president of the 200-member United Nations Correspondents Association, joined the United Press in 1939 as a vacation relief staffer while studying law and journalism at the University of Zurich.

Newsletter editor to head PR assn.

Patrick Jackson, senior counsel of the Epping, N.H., based Jackson, Jackson & Wagner public relations firm, was elected 1980 National President of the 8,800-member Public Relations Society of America by the society's Assembly of Delegates meeting in St. Louis. James A. Little, president of Diversified Communications, Inc., of Findlay, Ohio, was elected 1980 president-elect.

As the newly elected PRSA National president for 1980, Jackson brings 25 years of experience in the field of public relations to the position as well as experience in the Society's activities at the local, district and national levels.

Jackson formed his counseling firm in 1956 and, in addition, is editor of *pr reporter*, an international professional newsletter, and is an adjunct professor at Boston University's School of Public Communication. He also holds and has several civic positions, ranging from chairman of regional planning commissions in New Hampshire to director of the Granite State Public Radio.

State capitol news bureau established

Lee Enterprises Inc. has established a three-person news bureau in the Illinois Capitol in Springfield.

The bureau, one of the largest in the Capitol, serves the *Decatur* (Ill.) *Herald and Review*; the *Carbondale* (Ill.) *Southern Illinoisian*; the *Edwardsville* (Ill.) *Intelligencer*; the *Kewanee* (Ill.) *Star-Courier*; and the *Davenport* (Iowa) *Quad-City Times*.

Lee bought the Lindsay-Schaub papers in Decatur, Carbondale and Edwardsville among others, October 2.

The Quad-City Times had maintained a bureau in Springfield since June 1974, and Lindsay-Schaub specialists in public affairs writing had reported from the Illinois Capitol for many years.

The new bureau is headed by Mike Lawrence, formerly an associate editor at the Times and a Springfield correspondent for the newspaper from June 1974 until November 1977.

He is joined by Mike Briggs, who succeeded Lawrence in Springfield, and Don Sevens, who was a member of the Lindsay-Schaub editorial staff, based in Decatur.

Ad Bureau names VP

Daniel Mahan will join the Newspaper Advertising Bureau as vicepresident and manager of the Los Angeles regional office. He replaces F.G. Baldwin, who resigned. Mahan had been marketing director of *New West* magazine since 1976.

Newspaper tv script project studied

Major benefits to the reading and learning process and great enthusiasm and interest on the part of teachers, students and parents were found in the results of a research study, commissioned by CBS, measuring the effectiveness and appeal of the CBS Television Reading Program.

The CBS Television Reading Program is designed to use students' interest in and enthusiasm for television to help improve their reading skills and their motivation for further reading, learning and thinking. The scripts are printed and distributed by newspapers.

Working with television as a learning tool, students in the classroom read matched-to-broadcast scripts of selected CBS presentations and refer to the scripts at home, often while watching with their families. Their teachers use comprehensive Reading Enrichment Guides, prepared by CBS education consultants, to stimulate class discussion and creative activities based on the scripts and program content.

More than an effort to promote reading, the project is an active, thought-provoking process that provides the opportunity for students to explore and discuss a whole range of subjects, concepts and ideas.

Since its inception in 1977, more than 5 million students in schools across the country have been involved. As the project grew in size and acceptance, CBS commissioned a research study to measure the program's effectiveness and appeal.

Some 921 students, 262 teachers and 95 parents in 11 metropolitan areas were surveyed on their experiences with the Reading Program for the CBS Television Network presentation of "The Corn Is Green" (broadcast in January 1979). Personal interviews were conducted in 97 schools selected from inner-city, urban fringe and suburban locations in Cleveland, Ohio; Philadelphia, Pa.; Tampa, Fla.; Seattle, Wash.; Minneapolis, Minn.; LaCrosse, Wis.; Charleston, S.C.; Greensboro, N.C.; Lincoln, Neb.; Portland, Maine; and Boston, Mass.

The study was a joint effort of Child Research Service, Inc. of New York City and the CBS Office of Social Research. Project directors were Barbara Lee (CBS) and June Esserman (CRS).

Teachers found many additional benefits to the Program, the study found. The contents of the scripts, many said, included ideas worthy of study; the program created a connection between the written word and the spoken word for the students and it lent itself to multiple teaching purposes ranging from vocabu-

lary enrichment to the development of cultural and historical awareness.

A large majority of parents—85%—felt the experience had educational value for their child. They said it promoted thinking, helped the child in relating the printed and spoken word and aided the child in understanding program content.

Miss. publisher donates \$1.1 m to local schools

A \$1.1 million cash donation to the Tupelo, Miss. public schools by George McLean, publisher, *Tupelo (Miss.) Daily Journal*, is helping first-graders improve their ability to read.

The 75-year-old publisher and former professor of sociology, who purchased the city's only daily in 1934, has pledged \$110,000 a year for 10 years. The program is now in its second full year.

The money, watched over closely by McLean, has enabled Lee County school authorities to hire 25 paraprofessional aides, who help teachers in all of the system's first-grade classrooms of the school system's 6 elementary schools.

Roy McNutt, the principal of Saltillo School, said there is not a single second-grader reading below the national norm on the California Achievement Test.

Did you call State Farm last year for help on a story? Over 400 other reporters did.

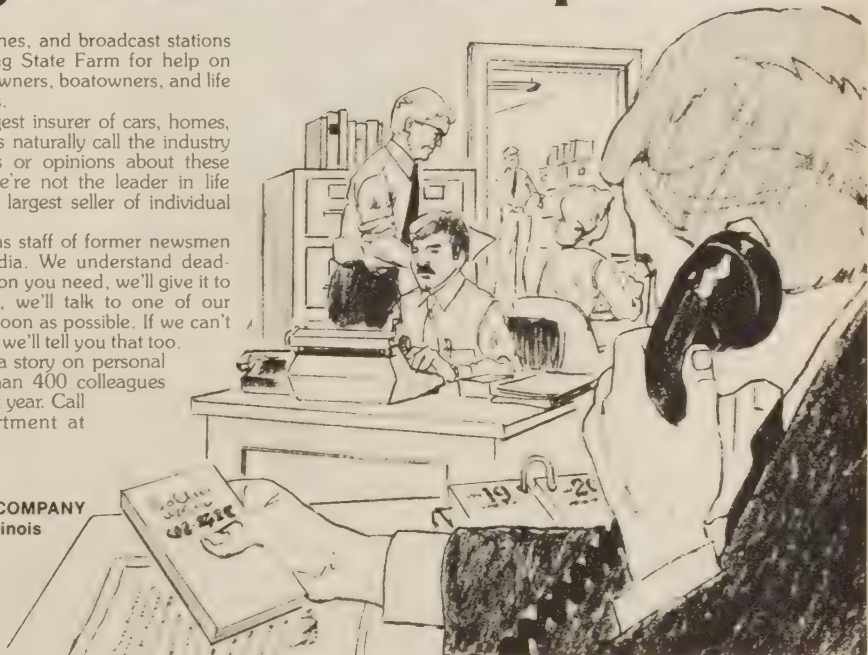
Reporters on papers, magazines, and broadcast stations across the country are calling State Farm for help on stories involving auto, homeowners, boatowners, and life insurance. Why? Two reasons.

First, we're the nation's largest insurer of cars, homes, and pleasure boats. Reporters naturally call the industry leader when they need facts or opinions about these forms of insurance. While we're not the leader in life insurance, we are the fourth largest seller of individual life policies.

Second, our public relations staff of former newsmen welcomes calls from the media. We understand deadlines. If we have the information you need, we'll give it to you right away. If we don't, we'll talk to one of our experts and call you back as soon as possible. If we can't get the information you need, we'll tell you that too.

When you need help with a story on personal insurance, join our more than 400 colleagues who turned to State Farm last year. Call our public relations department at 309-662-2521 or 662-2063.

STATE FARM MUTUAL
AUTOMOBILE INSURANCE COMPANY
Home Office, Bloomington, Illinois



High Court refuses to intervene in "freedom" cases

The Supreme Court has refused to intervene in two cases involving the question of freedom of religion.

In one, justices let stand a ruling that the privilege protecting the secrecy of a priest's talk with a penitent don't bar a grand jury from inquiring into the clergyman's conversations with third parties.

As a result, the Rev. Louis R. Gigante faces a 10-day jail sentence for contempt. The New York City priest had contended that the clergyman-penitent privilege shielded his refusal to answer the grand jury's questions about his efforts to persuade correctional officials to ease the lot of a reputed organized crime figure who was in jail.

In 1977, Gigante was subpoenaed to appear before a state grand jury investigating alleged preferential treatment given to incarcerated organized crime figures by the City Department of Corrections. One of these was an old friend of the priest who had received a Christmas furlough in 1974 and admission to a work-release program.

Gigante refused to answer whether he had talked with his friend about jail conditions and in this case was able to invoke the priest-penitent privilege.

Later the grand jury asked the priest about a conversation he had had with a department official, supposedly as a result of the earlier talk with his friend.

Again Gigante refused to answer, saying: "I really refuse to answer basically, not only as a priest, but because the questions attempt to infringe upon my practicing my ministry, which is protected by the First Amendment."

After continued refusals to answer, Gigante was held in criminal contempt and sentenced to 10 days in jail. Last May, the New York Court of Appeals unanimously upheld the conviction, with Judge Matthew Jasen saying it was "all too apparent" the questions the priest refused to answer did not jeopardize uninhibited communication within the priest-penitent privilege. Rather, Jasen said, the questions involved Gigante's contacts with department officials, who were strangers to the confidential relationship.

The Roman Catholic Archdiocese of New York urged the Supreme Court to settle the question as to "the limitations, if any, on a grand jury's right to elicit the testimony of a clergyman as to actions taken in the practice of his ministry," no matter what religious faith was involved.

In the other religion case, the Supreme Court said freedom of religion does not exempt members of a religious sect from having to have their pictures on a driver's license.

Members of a Pueblo, Colorado sect had challenged the refusal of the state to grant them licenses even though it is their belief that the Bible teaches that photos may not be taken of themselves.

Over the dissent of Justice William Brennan, the Supreme Court refused to take the case for review.

Gannett stockholder's libel suit dismissed

A New York Supreme Court has dismissed a libel suit brought by a New York State man against the Gannett Co.

In granting Gannett's motion for a summary judgement, the court ruled that the plaintiff, H. Everest "Hi" Clements, had failed to support his allegations that the article in question contained false statements.

"In fact," the court ruled, "he . . . effectively admitted the factual bases of the statements."

Clements, who is a stockholder of Gannett, was one of six Rochester area "personalities" featured in an article published on December 12, 1976 in "Upstate" magazine, a Sunday supplement to the *Rochester (N.Y.) Democrat and Chronicle*, a Gannett paper.

Among other things, Clements objected to a statement in the article that over the years he had been "called variously" a "maverick, crusader, eccentric and kook."

The court found that Clements was a "public figure" and that he failed to show "malice" on the part of Gannett and the author of the article.

"The article, when taken as a whole, is friendly in nature," the Court ruled. "The article pokes gentle fun at the plaintiff for conduct that would be considered out of the ordinary by most people."

Ad rates adjusted by Family Weekly

Family Weekly's advertising cpm rate will be adjusted upward 9% effective January 6 to compensate for part of the increased cost of producing the national newspaper rotogravure magazine, according to executive vicepresident Patrick M. Linskey. Circulation rate base for January 6, 1980 will remain at 12,200,000. On the rate card effective January 6, 1980, the one-time rate for a four-color inside page will be \$82,620, and the one-time rate for a black & white page will be \$72,545.

Discounts will apply, based on frequency and/or volume use of the magazine, and on special theme section rates. Maximum volume discount will be reduced 2% from 36% for 45+ pages to 34%. Other discount schedules are similarly affected.

Appeals court backs reporter's right to withhold source

A U.S. Court of Appeals has upheld the right of a Pennsylvania newspaper reporter to withhold her source of information.

The U.S. 3rd Circuit Court of Appeals ruled (November 2) to overturn a contempt citation against reporter Geraldine Oliver who had refused to reveal the source for a story about a local mayoral candidate.

Oliver, a reporter for the *Delaware County Daily Times*, was ordered to jail by Federal District Judge Alfred Luongo. She was detained for six hours before being freed pending her appeal.

Luongo ordered Oliver to name her source of information for a story she wrote last August on mayoral candidate William Riley, a police officer running on the Democratic ticket. The article detailed past suspensions, absences from work and an official reprimand of Riley.

Riley filed a suit against incumbent Mayor Joseph Battle and his police chief John Owens, contending that they were harassing him in order to hinder his mayoral campaign.

Riley claimed that Oliver reported information contained in his confidential police file and that the information was given to her by "someone within city government."

When asked to supply her source, Oliver refused, citing her First Amendment protection and protection under the Pennsylvania Shield Law. Luongo ruled that Riley had the right to know the information and ordered Oliver to jail for failing to disclose it.

After being detained for six hours, Oliver was released when a stay was issued by Appeals Court Judge Delores Sloviter.

The Appeals Court then ruled to dismiss the contempt citation against Oliver.

Oliver, 47, has been a *Daily Times* staffer for 27 years and covers city government for the paper.

Deaths

DON MAGNUSON, 68, a former newspaper reporter who became a 5-term U.S. Representative; before entering Congress was a *Seattle Times* reporter and winner of the Heywood Broun Memorial Award of the Newspaper Guild; retired to Seattle in 1973; October 5.

* * *

JOHN T. MOUTOUX, 78, former reporter, *Knoxville (Tenn.) News* and founder of *Knoxville Newspaper Guild*; September 27.

* * *

CHARLES H. FISCHER SR., 65, who oversaw operations for Florida Freedom Newspapers; August 31.

EDITOR & PUBLISHER for November 17, 1979

WSJ claims to be top circulation daily in U.S.

The *New York News* and the *Wall Street Journal* are running neck and neck for the title of the nation's largest newspaper.

The Audit Bureau of Circulations' fax report for September 30, 1979 shows the *News* with 1,607,046 average paid daily circulation holding a slight lead over the *Journal* with 1,599,559.

Copies of the *News* continue to bear the legend "Largest circulation of any paper in America" next to the logo on the tabloid's back page.

Dow Jones & Co., publisher of the *Journal*, is claiming its newspaper is now the country's largest based on attained circulation for the end of September. The company has rewarded each of its employees with a \$200 bonus and scheduled a party for November 29 to celebrate passing the *News*.

The *Journal* reported to the post office on October 1 an attained circulation of 1,709,751. That same day the *News* recorded its attained circulation with the post office as 1,660,997.

"We feel comfortable that we're well ahead of the *News*," a top Dow Jones executive told E&P. "We look at our attained figures and their attained figures, and we're ahead. If they (the *News*) want to look at the six month ABC figures, that's fine."

Dow Jones' public relations manager, Dave Kemp, added that the company expects the March 30, 1980 publisher's statement to ABC "will show us ahead."

Kemp remarked that Dow Jones chairman, Warren Philipps, told shareholders in a letter regarding the *Journal*'s status, "There will be seasonal slippage in the months ahead, but not enough to dislodge us from the number one position."

The *New York News* discounted all of Dow Jones' claims for the *Journal*.

"The *Wall Street Journal* isn't really a newspaper. It's a business publication!" declared Jon Thompson, *News* marketing director. "The comparison is almost inane. It's apples and oranges. The *Journal* sells in almost every city in the country versus ours which sells in only one."

Thompson also rebutted Dow Jones' reliance on attained circulation figures.

"One day figures are meaningless!" he asserted. "You don't sell on a one day basis because of ABC. We sold thousands of extra copies everyday the pope was here."

Thompson said the *News* "does not give out one day figures" partly because "returns are bulked" over several days and that the paper reports "only estimates to the post office."

He conceded that some day the *Journal*

will surpass his paper in average daily paid circulation.

"They'll be bigger once they get all their plants around the country operating," he observed. "They'll have 200 million people to draw from." Presently, the *Journal* circulates four regional editions in the U.S. printed in 12 printing plants.

When informed of Thompson's charge that the *Journal* was not newspaper, Dow Jones' Kemp replied, "It looks like a newspaper, feels like a newspaper.

Draw your own conclusions."

Dow Jones & Company, Inc., said it will increase circulation and advertising rates in early 1980 for the *Wall Street Journal* and *Barron's* magazine.

Annual subscription rates for the *Journal* will be increased to \$63 from \$55 and *Barron's* to \$43 from \$36, both effective January 2, 1980. The *Journal's* newsstand price will remain at 30¢.

Advertising rates for the *Journal* will be increased 9.8% for national advertising and 11.8% for regional advertising.

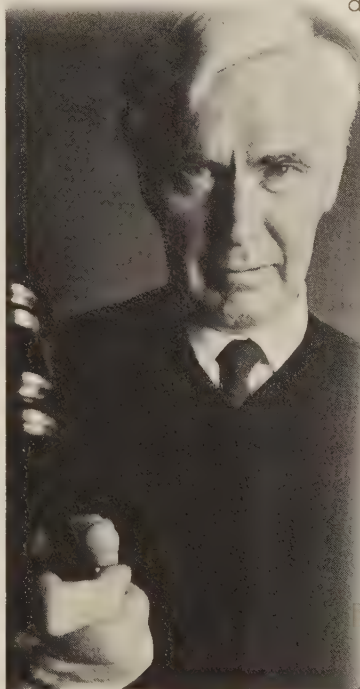
If you think you're under pressure at press time, wait till you feel it at courtroom time.

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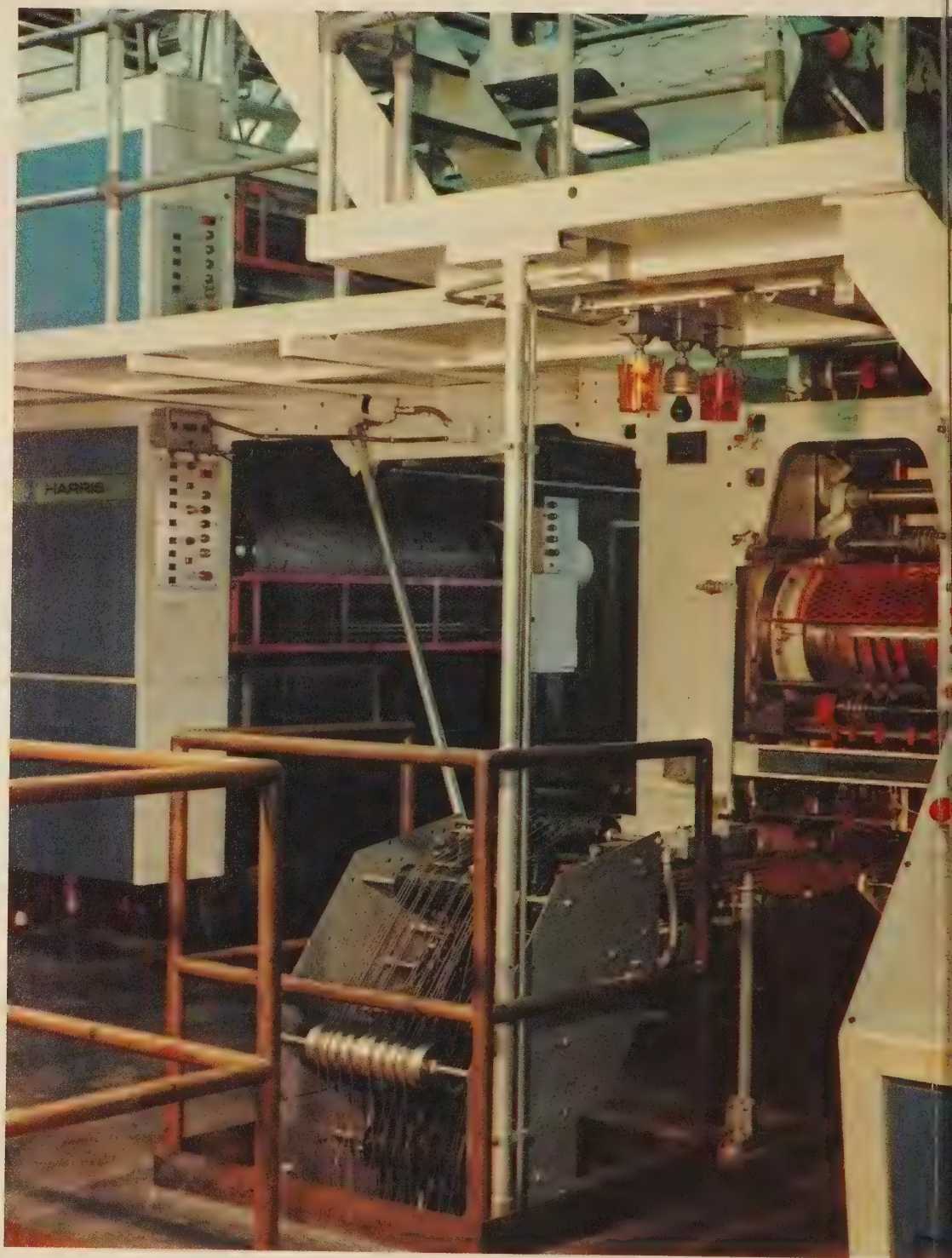
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PUBLICATION _____

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TELEPHONE _____





“It’s ridiculous to have a press sit idle twenty hours a day.”

Ed Martin
Publisher, Colorado Springs *Sun*

When The Oklahoma Publishing Co. acquired the 23,000 daily *Sun* in June of 1977, they brought both money and ideas into the battle for the fast-growing Colorado Springs market. Their strategy may set a pattern for the entire newspaper industry.

“Three months after the acquisition, we ordered an eight-unit Harris N-1660,” says Ed Martin, “because the press was the key to our market strategy. The Oklahoma Publishing Co. was prepared to invest \$8 — 9 million in capital improvements, but we wanted a fast payback. So we ordered the press with the folder in the center and a four-unit section on either side with independent drives.”

“The size and configuration gave us a press which could produce commercial work efficiently most of the day, and run our paper in less than four hours,” he continued. “Within a month of start-up, we were running 170,000 impressions per day of commercial work along with the 30,000 papers. We soon will double that production.”

“Our commercial work isn’t a sideline, it’s basic to our operation. It will pay for the press and make a good profit because we planned it that way from the start.”

“We checked everything available, and we are absolutely sure that the Harris 1660 is the right press for our operation.”

If you are interested in learning how a Harris N-1660 press can convert your pressroom from a cost center to a profit center, write Harris Corporation, Web Press Division, P.O. Box 515, Westerly, Rhode Island 02891.



HARRIS
COMMUNICATION AND
INFORMATION PROCESSING

Army award presented to Frank Mayborn

Frank Mayborn, Texas publisher, and civic leader who saw war coming in 1940 and worked diligently to get Central Texas designated as the site for a new military installation—including Fort Hood, an Army air base nearby, a 3000-bed Army hospital, a bomb loading plant at McGregor and an Army airport at Temple—was presented the Creighton Abrams award of the Association of the U.S. Army at its convention (October 16).

Frank W. Mayborn of Temple was cited by the association for his creating a climate of helpfulness and cooperation between private citizens and the Army.

Mayborn has had connections with three wars as a soldier and newspaper man. He underwent reserve officer training in Dallas high school. At 39 years of age, he volunteered as a private in World War II, went through officer candidate school and ultimately became a major with service at Fort Hood, at the Pentagon in Washington and General Dwight D. Eisenhower's headquarters in Europe. Since his war service, he has traveled to observe the Army in Europe, Panama and Viet Nam.

When President Johnson learned that Mayborn was to accompany retired General Bruce Clarke on his trip to Viet Nam during TET in 1968, as the guest of Gen. William Westmoreland, he asked Mayborn to bring him first hand reports from the various battle stations in Viet Nam.

Upon returning, Mayborn, accompanied by General Clarke, gave the President a report that resulted in the Army's switch to full use of the M-16 rifle, the GI weapon of today.

How the Killeen-Temple-Gatesville area came to be the home of what is widely recognized today as the world's largest training center for U.S. Army ground troops, is the result of specific, determined efforts by a group of private citizens led by Mayborn.

UPI appoints Domjan St. Louis bureau chief

Laszlo K. Domjan has been named St. Louis bureau manager for United Press International, replacing Donald Berns who resigned. Domjan will report to James F. Wieck, Missouri-Kansas regional news editor in Kansas City.

Domjan fled his native Hungary with his family in 1956 after failure of the anti-Soviet uprising. He graduated from The University of Missouri School of Journalism in 1969 and worked as a copy editor at the *St. Louis Globe-Democrat* before joining UPI.

He had just concluded a time as president of the Temple Chamber of Commerce. Temple had gone through 10 bad years, economically, and needed a spurt of new industry, badly. Mayborn first formed the Industrial Committee of the Temple Chamber of Commerce, hoping to attract new industry. When he learned in confidence that Washington was preparing for war by searching for locations for military installations, the committee changed its name to the War Projects committee, and enlisted support from Belton, Killeen, Copperas Cove, Gatesville and other nearby areas to augment the effort. They eventually brought into the area the five installations which subsequently aided the war effort.

In trying to locate Camp Hood nearby, they had one temporary setback. Valley Mills was designated in 1941 as the site of the new Army post. The Mayborn committee was working on a site near Gatesville and Killeen. They decided to go to San Antonio and tell the Army headquarters for the region of the weaknesses of the Valley Mills site and request an inspection of the site west of Temple. As a result, the present Fort Hood area between Temple, Killeen and Gatesville, was ultimately designated as the suitable and much needed armored training base in October, 1941, just two months before Pearl Harbor.

Instead of resting on his laurels, Mayborn enlisted as a private in the army. He went through basic training and then officer candidate training at Fort Hood and emerged to become Fort Hood's first public relations officer. Then he was called to Washington to become executive officer to the chief, news division, War Department Bureau of Public Relations. Later he was called to London to serve as assistant chief, U.S. public relations for the Supreme Headquarters of the American Expeditionary Force, under General Eisenhower, and served in that capacity until the end of the war. He was honorably discharged as a major with the combat bronze star decoration and four battle stars.

Mayborn is justifiably known as a central Texas civic and communications pioneer. His communications properties through the years have included the *Temple Daily Telegram*, the *Killeen Daily Herald*, *Fort Hood Sentinel*, the television station, KCEN-TV, which he still owns. He has also owned the *Sherman Democrat*, *Taylor Daily Press* and he founded radio stations KTEM in Temple, WKAK in Nashville, Tenn., and television station, KCEN-TV at Temple-Waco.

Mayborn has served as president of the Southern Newspaper Publishers association and the Texas Daily Newspaper association. Also active in educational, philanthropic and civic affairs, he is a life trustee of Vanderbilt University, has served on the Texas State Historical

survey committee, and has been president of the Temple Chamber of Commerce, the Temple Industrial Foundation, and the Central Texas Medical Education Foundation.

The city of Temple recently cited him by naming a new civic center to be completed in 1981 the Frank W. Mayborn Civic Center in his honor.

Series on retarded wins award

The *Detroit News* has won an award of excellence for a series of 13 articles on the problems faced by retarded persons seeking to live normal lives. The award comes from the National Association for Retarded Citizens and cites "outstanding efforts" to create better public understanding of mental retardation and acceptance of mentally retarded people.

The News' series told of the movement to get retarded people out of public institutions and into foster homes and community group homes. The articles explained how retarded persons were received by their new neighbors and explored such questions as self-sufficiency, job training, employment and marriage.

The series was planned and supervised by Janet Mandelstam, former Accent editor now heading the News' national staff. The articles were written by staff writers Leonard Yourist, Cynthia Lee, James Kenyon, George Cantor, John McAleenan and Hugh McCann.

The award was presented October 20 at the Association for Retarded Citizens 30th annual convention in Atlanta. Accepting the award for the News was Leonard Yourist, who wrote the lead article in the series.

Medical writer wins first prize

Harry Nelson, medical writer for the *Los Angeles Times*, received first-place in the 1979 American Academy of Pediatrics Journalism Awards Program.

Nelson's article was entitled "'Pulling the Plug' on the Newborn: An Ethical Morass" and won in the category for newspapers with more than 100,000 circulation. The story explored the ethical and legal problems encountered by physicians and parents in making decisions about desperately ill newborn infants.

Nelson also received an honorable mention for an article entitled "Children are Adults' Pawns."

The first-place award earned Nelson a plaque and a \$1,000 award.

The awards program recognizes journalism's contributions to a greater public understanding of child health, disease and treatment, pediatric research and the role of the pediatrician as the primary child health care specialist.

Quarterly reports

Times Mirror Company

For 12 Weeks Ended Oct. 7	1979	1978
Revenues	\$410,788,000	\$352,015,000
Net Income	42,543,000	31,312,000
Earnings Per Share*	1.25	0.91
For 40 Weeks Ended Oct. 7	1979	1978
Revenues	\$1,203,313,000	\$1,064,978,000
Net Income	109,358,000	94,598,000
Earnings Per Share*	3.22	2.73

*Earnings per share are based upon the weighted average number of shares of Common Stock and dilutive Common Stock equivalents (stock options) outstanding. Average shares were 33,966,837 in 1979 and 34,660,525 in 1978. Fully diluted earnings per share are the same as the earnings per share indicated.

Torstar Corp.

Year ended Sept. 30,	1979	1978
Revenues	\$358,800,000	\$287,400,000
Net Income	17,900,000	13,800,000
Earnings Per Share	2.19	1.69

Multimedia, Inc.

3rd Qtr. ended Sept. 30	1979	1978
Revenues	\$33,721,507	\$27,570,209
Net income	4,652,228	3,830,771
Earnings per share	0.70	0.58
9 mos. ended Sept. 30		
Revenues	\$95,227,432	\$79,047,507
Net Income	13,138,925	10,792,779
Earnings per share	1.97	1.63

Time, Inc.

3rd Qtr. ended Sept. 30	1979	1978
Revenues	\$621,426,000	\$407,675,000
Net income	31,847,000	36,009,000
Earnings per share	1.14	1.20
9 mos. ended Sept. 30		
Revenues	\$1,787,105,000	\$1,155,615,000
Net income	100,795,000	88,650,000
Earnings per share	3.61	4.10

Harte-Hanks

3rd Qtr. ended Sept. 30	1979	1978
Share earnings	\$.48	\$.39
Revenues	60,270	45,922
Net income	4,455	3,515
Average shares	9,306	9,104
9 mos. ended Sept. 30		
Share earnings	\$1.38	\$1.17
Revenues	172,334	129,263
Net income	12,770	10,616
Average shares	9,286	9,088

Dow Jones & Co., Inc.

3rd Qtr. ended Sept. 30	a-1979	1978
revenues	\$112,340,000	\$94,044,000
Net income	\$13,709,000	\$11,341,000
Earnings per share	.88	.73
9 mos. ended Sept. 30		
Revenues	\$318,220,000	\$261,139,000
Net income	37,503,000	31,695,000
Earnings per share	2.42	2.05

a-Includes operations of Book Digest, a monthly magazine purchased on August 10, 1978; Free Press Co., publisher of two daily newspapers in Minnesota, purchased on January 2, 1979; and Ashland Publishing Co., publisher of a daily newspaper in Kentucky, purchased on April 30, 1979.

Gannett Co.

3rd Qtr. ended Sept. 30	1979	1978
Revenues	\$261,542,000	\$238,085,000
Net income	32,130,000	27,230,000
Earnings per share	0.90	0.77
9 mos. ended Sept. 30		
Revenues	\$769,451,000	\$696,410,000
Net income	92,515,000	77,225,000
Earnings per share	b 2.59	2.19

b-Extraordinary gain of 26¢ a share in the second quarter primarily as a result of the sale of WHEC tv Rochester, N.Y.

Knight Ridder Newspapers

3rd Qtr. ended Sept. 30	1979	1978
Revenues	\$243,033,000	\$212,894,000
Net income	21,385,000	16,087,000
Earnings per share	0.65	0.49
9 mos. ended Sept. 30		
Revenues	\$712,765,000	\$636,029,000
Net income	63,900,000	53,733,000
Earnings per share	1.94	1.64

Post Corporation

3rd Qtr. ended Sept. 30	1979	1978
Revenues	\$16,446,000	\$14,784,000
Net income	639,000	981,000b
Earnings per share	0.35	0.54
9 mos. ended Sept. 30		

Revenues	\$49,144,000	\$39,052,000
Net income	2,566,000	2,850,000b
Earnings per share	1.41	1.58

b-Company attributed dip in earnings to higher interest costs from about half the firm's debt tied to banks' prime rate, higher pension fund costs, and upgrading of product at subsidiaries.

Capital Cities

3rd Qtr. ended Sept. 30	1979	1978
Revenues	\$101,539,000	\$90,531,000
Net income	14,800,000	12,328,000
Earnings per share	1.09	0.86
9 mos. ended Sept. 30		
Revenues	\$299,781,000	\$265,965,000
Net income	45,122,000	39,200,000
Earnings per share	3.29	2.74

Media General

3rd Qtr. ended Sept. 30	1979	1978
Revenues	\$68,056,000	\$59,567,000
Net income	6,318,000	4,186,000
Earnings per share	0.85	0.56
9 mos. ended Sept. 30		
Revenues	\$202,837,000	\$176,892,000
Net income	17,969,000	12,181,000
Earnings per share	2.41	1.63

New York Times Company

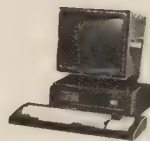
3rd Qtr. ended Sept. 30	1979	1978
Revenues	\$158,000,000	\$90,200,000
Net income	7,700,000	(2,200,000)b
Earnings per share	0.65	(0.20)
9 mos. ended Sept. 30		
Revenues	\$469,000,000	\$375,400,000
Net income	24,800,000	13,100,000
Earnings per share	2.09	1.11

b-Loss resulted from 88 day newspaper strike from Aug. 9 to Nov. 5.

Dow Jones awards \$150,000 grant

Dow Jones & Company, Inc., has awarded a \$150,000 challenge grant to the School of Journalism at the University of North Carolina at Chapel Hill to honor Vermont Connecticut Royster, former editor of the *Wall Street Journal*.

"Yes Sir, Mycro-Tek Sells an 8 VDT System for \$49,560 . . .



. . . that has 20 million character storage, slow speed wire capture and online typesetter interfacing.

Yes, the Mycro-Comp Front-End System can be configured for smaller floppy disk and larger hard disk systems yet remain competitively priced. And Mycro-Comp has all the features such as headfit, copyfit, search and replace, insert, and delete (and more), plus optional software packages such as Class Ad and Billing and Circulation Management. Mycro-Tek is also proud of its 96 Mycro-Comp installations throughout the United States and Canada. And South America will soon have its first Mycro-Comp installation.

Well, sir, this was just an introduction today. When you want further information, please use this toll free number, 800-835-2852, and ask about the Mycro-Comp Front-End System.



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800-835-2852
In Kansas call 316-265-7861

JOHN R. GOLDRICK, formerly corporate secretary and assistant to the president of the Tribune Co., Chicago, has joined Keystone Printing Co., parent firm of the *Waukegan* (Ill.) *News-Sun* and radio station WKRS, Waukegan, as director of special projects.

* * *

STEVE GREEN, from day city editor, *Miami* (Fla.) *News*, to state political editor, *San Diego* (Calif.) *Union*, succeeding WILLIAM FURLOW, who has been named courthouse reporter. LEE HAVINS, from assistant city editor, *Austin* (Tex.) *American Statesman*, to San Diego Evening Tribune city desk rewrite.

* * *

Two former Connecticut newspaper executives figured successfully in local elections November 6. Democrat RICHARD G. HARRIS, former assistant publisher, *New Haven Register* and, earlier, assistant publisher, now-defunct *Hartford Times*, was elected mayor of Hamden, Conn. And Democrat NAN LEWIS GLASS, former managing editor, *West Hartford News*, was elected West Hartford town clerk. Her late father, ROBERT R. LEWIS, was picture editor of the *Hartford Times*.

* * *

DONALD R. HATLEY, sales manager of the retail department, was promoted to manager of the retail ad department of *Greenville* (S.C.) *News-Piedmont*, succeeding LEWIS SPENCE, who has become ad director of *Myrtle Beach* (S.C.) *Sun News*.

* * *

ROBERT DRAKE was appointed public relations supervisor of *Detroit News*, succeeding ROBERT GUERRINI, who was named marketing services manager.

* * *

PHIL EDMUNDS, previously with *Detroit Free Press* and *Detroit News*, was named general ad manager *Miami* (Fla.) *Herald*, replacing BRAD WILSON, who joined Story, Kelly & Smith in Atlanta.

* * *

ROBERT A. FASCE SR., former AP editor in Albany, N.Y. and Chicago, Ill., joined the *Montgomery County Daily Courier*, Conroe, Texas as news editor, replacing JOYCE EVERHART, who is planning to open a public relations business in Conroe. KAYE THOMPSON, who left the paper 4 months ago to join the *Houston Chronicle* as a travel writer, is returning to the *Courier* as a reporter. CONNIE WOODS, former family and feature writer for the paper, was named business editor, a newly created position in the ad department.

* * *

BILL PRIDE, executive news editor, *Denver Post*, was named assistant managing editor; news editor HILE GOODRICH moves to executive news editor; make-up editor MARY ELLEN BOTTER is now news editor; and Living '79 reporter DIANE H. BURESH was named editor of the Sunday Contemporary section.

FRED KIEWIT, agricultural editor of the *Kansas City Star*—an employee of the paper 32 years—retired September 30.

* * *

LESTER KRAUSE, former *Austin* (Tex.) *American Statesman* controller and, previously, with the *Temple* (Tex.) *Daily Telegram* was named business manager of the *Lufkin* (Tex.) *Daily News*.

* * *

PHILIP SCHOCH, formerly of the *Oklahoma City Times* and *Daily Oklahoman* staffs, has become managing editor of the *San Angelo* (Tex.) *Standard Times*.

* * *

RICHARD L. GOLLER, a sales representative in Landon Associates' Chicago office, was appointed Chicago sales manager. Goller sold classified, retail and national advertising with the *Chicago Tribune* prior to joining Landon.

* * *

KEN HARE, assistant managing editor and city editor of the *Greenville* (S.C.) *News*, has joined the *Montgomery* (Ala.) *Advertiser* as managing editor. TOM HUTCHISON, former city editor of the *Augusta* (Ga.) *Chronicle*, has replaced Hare as city editor of the *News*. TOM HARRISON, a reporter for the *Chronicle*, has been named assistant city editor of the *News*, succeeding ALLEN CLARK who moved to the copy desk.

* * *

RALPH JOHNSON, formerly associate editor of the *Toledo* (Ohio) *Blade*, was appointed editorial director. Johnson is a former assistant professor of journalism at Southern Illinois University and Bowling Green State University and has also worked as an editorial writer for Lindsay-Schaub newspapers.

* * *

KEITH MURRAY, assistant city editor of the *Wichita* (Kans.) *Eagle* and *Beacon*, was promoted to city editor. He replaces KEN BRUSIC who has accepted a position as assistant professor of journalism at the University of Montana.

* * *

W. STEPHEN BURGESS, sales director of the *Quad-City Times*, Davenport, Iowa, was appointed general manager of the *Decatur Herald & Review*.

* * *

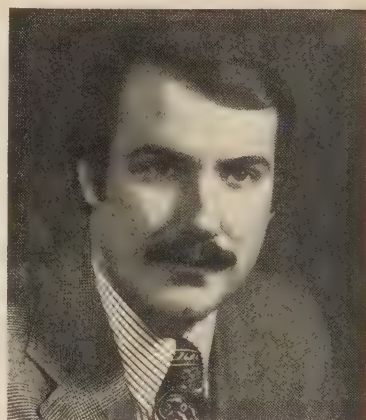
CHRIS HARGETT, 24, was named advertising marketing manager of the marketing and promotion department of Memphis Publishing Company, publisher of *Commercial Appeal* and *Memphis Press-Scimitar*.

* * *

KERMIT AVERA was named to the new position of circulation metro manager for the *Houston Post*.

* * *

MARVIN S. CLEMENTS, JR., circulation manager of the *New Haven* (Conn.) *Journal-Courier*, was named circulation director for both of the Jackson Newspapers.



PUBLICITY DIRECTOR—Kenneth J. Wildes, Jr., was named manager of newspaper promotion and publicity at Parade Publications, Inc.

Wildes will be responsible for the coordination of all promotional activity with Parade's 129 distributing newspapers, as well as general public relations efforts on behalf of the Sunday newspaper supplement.

Wildes, 32, served as director of public relations at Springfield College, Springfield, Mass., for more than seven years prior to his appointment at Parade. He was previously associated with Dartmouth College as assistant director of sports information.

TED M. STUART, a member of the corporate staff of the Des Moines Register and Tribune Co., has been named display advertising manager of the Des Moines, Iowa, newspapers. He will replace DAVID CORMANEY who has been named national advertising manager.

* * *

LENORE WELDON is the fourth generation of her family to pursue a career in journalism. Lenore, an advertising salesman for the News Tribune Co., Jefferson City, Missouri, follows a tradition which began with her great grandfather, ARTHUR GOSHORN, publisher of the *Winterset News* for 53 years. Her grandfather, ROBERT GOSHORN, published the *Jefferson City News Tribune* for 26 years and was succeeded by Lenore's parents, Mr. and Mrs. W.H. Weldon. Lenore is a recent graduate of Trinity University, San Antonio, Texas.

* * *

LINDSLEY WELLMAN, general manager of *The Herald*, New Britain, Conn., was elected vicepresident of the New Britain Institute, which is comprised of the New Britain Public Library, New Britain Museum of American Art and New Britain Youth Museum.



DICK COLLINS, promotion director of the *Boston Globe*, was elected president of the Eastern Region of the International Newspaper Promotion Association at a recent INPA convention held in Danvers, Mass. The group consists of promotion directors from the major newspapers on the Eastern Seaboard and in Canada, including the *New York Times*, the *Washington Post* and the *Philadelphia Bulletin*. Collins has been active in INPA for 21 years.

STEVEN M. HARRY, 32, managing editor of the *Haverhill (Mass.) Gazette* since 1976, was named executive editor of the *Manchester (Conn.) Evening Herald*, succeeding **HAROLD E. TURKINGTON**, who becomes editor emeritus after a 30-year affiliation with the *Manchester* newspaper. Both newspapers are members of the Scripps League Newspapers Group.

MRS. BARBARA HAUPTFUHRER, 51, who holds directorships in such companies as Knight-Ridder Newspapers and the J. Walter Thompson Company, was elected to the board of the Massachusetts Mutual Life Insurance Company, Springfield. She is the first woman director in the latter firm's 128-year history.

ED KOCHANOWSKI, managing editor of the *Meriden Morning Record and Journal*, was elected president of the United Press International Newspaper Association of Connecticut, succeeding **ALVIN SIZER**, associate editor, *New Haven Register*. Also named were **CHARLES A. BETTS**, assistant night managing editor, *Bridgeport Post-Telegram* Newspapers, vice president; and **JOHN REILLY**, editor, *Norwalk Hour*, secretary/treasurer.

WILLIAM A. CORNELIUS, a former reporter for *Beaver County (Pa.) Times*, was named manager-public relations in the Municipal & Utility division of Rockwell International.

EDITOR & PUBLISHER for November 17, 1979

ARNOLD S. FRIEDMAN, editor of the *Morning Union and Sunday Republican*, Springfield, Mass., was named by Gov. Edward J. King to serve on the Governor's Special Commission on Reorganization of Public Higher Education in the Commonwealth.

THOMAS HOOPER was promoted to director of sales and marketing of the *Manchester (Conn.) Evening Herald*. **KENNETH HOGLE**, who was operating Ken Hogle & Associates, Hartford ad agency, has joined the *Herald* as ad manager.

TERRY EASTLAND, editorial page editor, *Greensboro (N.C.) Record*, is co-author of a book dealing with the Bakke case, called, "Counting by Race," to be published by Basic Books of New York on November 23.

FRANK SHERMAN, circulation director of the *Paterson (N.J.) Evening News*, was appointed home delivery manager of the *New York Post*.

MICHAEL F. KOCH, director of planning for the Minneapolis Star and Tribune Company, was named assistant treasurer.

RALPH J. LIGUORI, public affairs director of Field Enterprises, publishers of the *Chicago Sun-Times*, was appointed director of civic and charitable affairs.

THOMAS J. KACICH, a reporter with the *Champaign-Urbana (Ill.) News-Gazette*, was appointed editorial page editor. He replaces the late **ED BORMAN**.

REUBEN BENGTON, advertising director of the *Willmar (Minn.) West Central Daily Tribune*, was named publisher. Bengton started at the *Tribune* in 1932 and prior to the paper's sale to the Fargo (N.D.) Publishing Co., was president of the company. **DON E. MILLER**, assistant advertising manager since 1943, has been promoted to advertising manager.

ROBERT J. RUCK, director of sales for the *Cleveland Plain Dealer*, was elected president of the Ohio Circulation Managers' Association.

TERRY CRAIG, former managing editor of the *Tullahoma (Tenn.) News*, was named to new position of assistant publisher of the *News* and affiliated papers.

VICTOR B. FAIN, publisher of the *Nacogdoches (Tex.) Daily Sentinel*—named a director of a new industrial development authority—the 16-county Angelina and Neches River Authority.

Corporate relations director appointed

Leonard R. Harris was appointed to the newly-created position of director of corporate relations and public affairs for the New York Times Company.

Harris has been with the Times since 1973, serving as director of special projects and development. He had been a consultant to the Times in the mid-Sixties. In his new post he will be responsible for the company's internal and external communications.

Before joining the New York Times Company, he was publisher and executive vicepresident of World Publishing Company. Previously he had been editorial vicepresident and corporate development director of Encyclopaedia Britannica, Inc., and publicity and promotion director of Prentice-Hall, Inc. Harris, 56, is a graduate of McGill University.

The board of directors elected **William T. Kerr, Jr.** as vicepresident for corporate development.

"Mr. Kerr's appointment is an important step in our previously announced plans to enlarge the Company's developmental efforts under **Sydney Gru-son**, vicechairman of the board," said **Arthur Ochs Sulzberger**, chairman.

Kerr, 38, joins the Times Company after six years as a consultant for McKinsey & Company, Inc., the management consulting firm.

Woman to head UPI's recruiting

Marjorie Sbano has been named manager of personnel recruiting and EEO administration for United Press International.

In announcing the appointment, **Robert E. Page**, vicepresident and general manager of UPI, said that Mrs. Sbano would assume responsibility for the implementation of UPI's Affirmative Action Program.

Sbano joined UPI in September 1961 as a secretary, and was named manager of UPI's purchasing department in January 1975.

She has served as UPI's assistant credit manager since September 1977.

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Changes seen in military newspapers

By Helen Hoffman

Investigative reporting on a military installation is an extremely grey area of interpretation.

Post commanders know what's happening on their post, but they aren't always too happy to see these news items on the front page of their paper.

Editors and publishers of daily newspapers know their product is a success if the paper sells and the advertisers continue to buy space in the paper. Public affairs officers and commanders have a different set of rules.

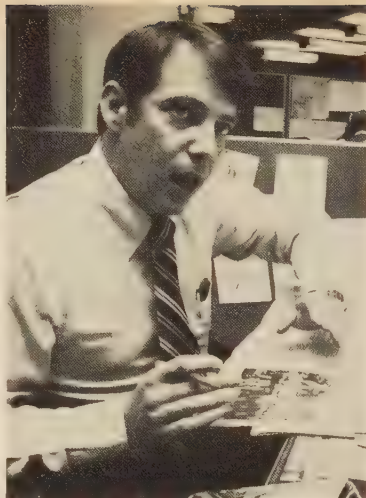
The foundation, the programs, the rules and the implementation of Army Regulation 360-81 are housed along one of the almost endless miles of corridors in the Pentagon. Behind door 2D600 in the Pentagon, a group of people share office space and are known as the newspaper periodical section. All have an almost fanatical concern about getting the word out to the soldier. This word takes many forms—Commanders Call, ARNEWS, DA Scene, Post 30 and Fridaygrams.

The Office of the Chief of Public Affairs at Department of Army level is a many-faceted organization and the newspaper periodical section is only a very small segment of the Command Information Branch, but, that single section probably creates more heartburn DA-wide than all the rest of the programs in Public Affairs.

Why the furor? Military newspapers are critiqued, rated, evaluated, screened or viewed. Whatever the descriptive word, the action is tabbed with an A, B, C or NR. This tabulation is logged in, averaged every quarter and out into the world of public information affairs, goes your paper's average rating—for everyone to see.

Metro newspapers that don't make the grade simply fade away. Military newspaper editors and public affairs officers find themselves trying to explain to their commander that "A" is great, "B" isn't too bad, "C" is cellar status and "NR" is totally unacceptable.

The soldier who is responsible for this scorecard and for this turmoil can be found sitting in the midst of what looks like the aftermath of a major hurricane. Wearing a dark pinstripe suit with buttoned-down ivy league dress shirt, a



SFC Phil Nesbitt Jr.

coffee cup in one hand and a red pen in the other, SFC Phil Nesbitt, Jr., talks criticism about this rating system and offers short jabs on your shortcomings with equal aplomb.

Nesbitt has been sitting in this DA hot-seat for a couple of years. During this time the critiques have become even more stringent, and, he has become famous as "that young whippersnapper, an upstart, a soldier who could use some counseling, slightly insane, a prima donna," and grudgingly, "he knows his business."

The final comment doesn't come easy to some editors and, as a last ditch stand, they will attempt to prove that "our newspaper is our own business and who really cares about those A, B, C or NR ratings? But, they do care.

Nesbitt counters with a positive, "Your commander owns that newspaper. If he wants his paper to be filled with "grip and grins" (photographs of persons receiving awards), chaplains columns, club news and other related subjects, that's fine. However, there are a lot of things happening in this world and the soldier needs to know about them—from his own newspaper, not the local downtown paper.

If the commander wants his paper to have reader credibility, he will insist that his public affairs officers discuss all subjects that confront the soldier.

"Ten years ago," Nesbitt continued, "most military editors could plan on a sudden reassignment if they printed articles about drugs, VD, rape, wife swapping, fraud or child abuse. Many subjects that every soldier talked about were taboo in post newspapers.

Those in command information felt that military newspapers deserved a better and more realistic approach.

Thus a minor revolution began and military newspapers began to assume a different image. Military newspapers were critiqued—hard. Military editors

reeled from the shock, picked themselves up and began to listen. Commanders became involved and "brown shoe Army" attitudes changed.

Soldiers wouldn't have dared to question the military system through the command newspaper a few years ago. Today the editorial page of many newspapers is very popular. Commentaries and editorials have prompted change. Commanders' columns discuss problems facing the soldier, not a rose-colored lofty view, but gut issues about pay, regulations, dress code, recreation, chain of command and how he intended to enforce those views.

Today, military newspapers are using wider column width, more white space, consistent layout, better photographs—with a little nudging from the critique sheets.

"We don't say you must follow our guidance," says Nesbitt, "we only offer alternatives, which if used, can make your paper more readable, more interesting and definitely not a fishwrapper."

Second base paper in Germany to take paid advertising

The combined Kaiserslautern, Germany military community newspapers, the *Kaiserslautern American Ramjet*, will become the second newspaper on a U.S. military installation in Germany to contain commercial advertising.

Made possible through an agreement signed recently by Herr Franz Bang, owner of Verlag Franz Arbogast, the newspaper's printer in nearby Otterbach, and Brig. Gen. Harry Falls Jr., Kaiserslautern military community commander, the combined newspapers will initially double in size to 24 pages weekly to accommodate the addition of the advertising space.

The changeover to a "commercial enterprise" publication agreement will allow a first year savings to the U.S. Government of approximately \$120,000, although the actual figure could prove to be considerably larger.

The reason for the undetermined additional savings is that a new U.S. Army mission-oriented newspaper is scheduled to join the Kaiserslautern American Ramjet family in November.

In addition to doubling the size of the combined newspapers, the agreement also provides for the weekly distribution to double to 25,000. Advertising revenue will support the increased costs involved and still yield a profit to Arbogast.

In compliance with German law, Herr Bang will become the paper's publisher and editor. However, all news copy and photographs will continue to be provided by the Public Affairs offices of the 86th TFW and Area Support Group Kaiserslautern.

(Helen Hoffman is employed by the public affairs office of Fort Hauschuca, Arizona.)

Harsh review upheld as non-libelous

A Florida Circuit Court Judge has ruled that there is no basis for a libel suit brought by the owners of a Jacksonville restaurant against Florida Publishing Co., publisher of the *Jacksonville Journal* and *Florida Times-Union*.

The restaurant owners, George and Ida Ihle, contended that an April 26, 1976 article reviewing their restaurant was libelous.

The reviewer stated in the article that: "My steak, listed as 10 ounces, seemed smaller. It appeared to have been cooked in a blast furnace, which may have accounted for its scrawny look."

He also reported that a prime rib his spouse ordered "had a strange, unpleasant flavor" and said after paying the tab he "hurried home to pop one of Mrs. Smith's frozen blueberry pies in the oven for dessert."

In ruling in favor of the newspaper, he said the restaurant owners had testified that they had sought publicity for the restaurant and had encouraged the expression of opinion by restaurant patrons.

The judge, citing *Gertz v. Welch* (1974) 418 U.S. 323, found the reviewers had "merely expressed their opinion of the food and service and the restaurant." He said such action by the paper was authorized by the *Gertz* decision and other previous cases in both the U.S. Supreme Court and in the Florida Courts.

The restaurant owners were ordered to pay the court costs and legal fees of the Florida Publishing Co.

This decision is contrary to an earlier decision in a Florida (*E&P*, Sept. 29) Circuit Court in Fort Lauderdale, where a bi-weekly entertainment newspaper *Good Times*, lost a similar libel suit and was ordered to pay a restaurateur \$10,000 in general damages and \$13,000 in punitive damages. The newspaper there is planning to appeal the case.

Tokyo bureau opened by Southam group

Southam News will station an Asian correspondent in Tokyo next year as part of an expansion program, it has been announced by Frank Swanson, publisher of the *Calgary Herald* and chairman of the news committee directing management of the news agency.

Southam News, which feeds the 14 Southam daily newspapers, is also creating a full-time energy reporter and adding a night editor to its Ottawa headquarters to facilitate full electronic editing.

Southam correspondents are based now in Washington, London, Paris and Nairobi and in five Canadian cities besides Ottawa.

City promoter tries to keep lid on data

The *Fort Worth Star-Telegram* has won the opening round of a legal effort to obtain information from the North Texas Commission, a private, non-profit corporation chartered to promote the interests of the Dallas-Fort Worth metropolitan area.

The newspaper made a formal challenge under the Texas Open Records Act after the commission refused to provide information about the salary of its chief executive officer.

Texas Attorney General Mark White held in an opinion issued (October 22) that the commission is a governmental body and therefore is subject to the Texas Open Records Act.

John M. Thorne, general counsel for the commission, contended that the commission is a private entity and is not subject to the disclosure provision of the open records law. He pointed out that most of the commission's funds come from private individuals, firms, corporations, partnerships and other organizations. The commission also receives funds from governmental entities such as the City of Fort Worth, but Thorne argued these are contractual in nature and thus place the commission in the same position as any other private vendor who sells goods or services to a governmental body.

Attorney General White held, however, that the commission is subject to the open records act because at least part of the funds received from governmental

bodies on a contractual basis are used for general support of the commission rather than being applied to specific payment for specific measurable services. This, said White, makes the commission a governmental body subject to the state's open record law.

White pointed out he is not holding that any contract with a governmental body causes the records of a private contractor to be open under the law.

"Nor are we holding that all records of a private entity are necessarily required to be made public if a portion of the entity is found to be supported by public funds," White said.

"We are holding, however, that these records of the North Texas Commission are public under the Open Records Act since it receives funds from several public entities and has entered into contracts with these entities which result in at least a portion of the public funds paid to the commission be used for the general support of the commission rather than being attributable to specific payment for specific measurable services," the attorney general said.

Officials of the commission have not yet indicated whether they will now provide the information sought by the *Star-Telegram*. They said they want time to study the attorney general's opinion.

If the commission decides not to provide the requested information it will then be up to the *Star-Telegram* to decide whether to pursue the issue in state district court.

Political candidate loses libel case

A Letter to the Editor expressing an unfavorable opinion about a political candidate "clearly falls within the protected opinion type of political column," a California Appeal Court has ruled.

The opinion was rendered in connection with a \$1.5 million libel suit filed by a Palm Springs dentist against the *Desert Sun* in that city. The Fourth District Court of Appeal affirmed the trial court's summary judgment in favor of the *Desert Sun*.

Dr. Charles Block sued over a Letter to the Editor concerning his one-time candidacy to the Desert Hospital Board.

Justice Robert Gardner, who wrote the unanimous opinion, traced the history of published commentary back to the times when "Washington was called a murderer, Jefferson a blackguard . . . (and) Henry Clay a pimp."

Gardner observed that "since the essence of liberty is freedom of expression in a political arena, the law recognizes the reality of intemperate, ill considered and rash attacks upon all of us in or seeking office.

"It is an essential part of our national heritage that an irresponsible slob can

stand on the street corner, and with impunity, heap invective on all of us in public office. At such times the line between liberty and license blurs. However, our dedication to basic principles of liberty and freedom of expression will tolerate nothing less. The alternative is censorship and tyranny."

Commenting on the letter's wording, Gardner declared: "Distasteful as this letter may be to Block, it sounds remarkably similar to the usual and ordinary kind of political rhetoric which is all to often composed of equal parts of bombast, hyperbole and billingsgate."

Still pending in the courts is a \$2.5 million libel suit filed by Block against the *Desert Sun* over its editorial about Block's candidacy for the hospital post.

Airlines taps Aitkin-Kynett

Ransome Airlines, which operates Allegheny Commuter Service, has appointed Philadelphia-based Aitken-Kynett Co. as its advertising and public relations agency.

Name release policy ended by Court order

A court ruling put an end to a policy adopted seven months ago by a Florida city to release to newspapers the names of parents of juvenile offenders.

Broward County Circuit Judge Arthur Franza said the policy—adopted February 20 by Coral Springs, a city approximately 20 miles from Fort Lauderdale—was an unlawful exercise of the city's power.

The City Commission adopted the policy in an effort to bridle rising juvenile crime in the city. The Police Department released to the press the names of parents of 17 juveniles charged with felonies or three misdemeanors in one year.

Connie Roy White Sr., saw his name released as part of the first batch released in early March. His son allegedly struck two youths in the face with nunchukas, a martial arts weapon. The son was charged with aggravated battery, but the charges later were dropped due to a technicality in the state's speedy trial law. White sued the city, charging its policy was unconstitutional.

Franza ruled the policy was in conflict with a chapter of Florida law that requires all information gathered in juvenile crime investigations be kept confidential. Franza said that "all information" includes the names of parents of juvenile offenders.

Franza said, however, that he sympathized with the city's attempt to put a cap on juvenile crime. But he added the city would have to find another means to curtail it.

"I share the city's frustration. Something must be done, first with drugs and second with our children. I can sympathize with the city in its effort to do something. This is no simple problem with a slap on the wrist as a solution . . . Government cannot act unlawfully itself to maintain law and order in others. Another remedy must be found." Franza wrote in his eight-page decision.

Mayor Ben Geiger, the prime mover behind the policy, was disappointed with the decision. He said he agrees with City Attorney Paul McDonough that the city should appeal the decision.

Criminologists and police officers said seven months was not long enough to determine if the policy was helping to quash crime by youthful delinquents. The affluent city has the highest percentage of juveniles in Broward County, and police officers estimate 85 percent of the city's crime is committed by youths under age 18.

City and police officials had strong words for the media's role in the policy. They said the press failed to cooperate by refusing to print names released by the Police Department.

Two daily papers serving Coral

Springs—the *Fort Lauderdale News* and the *Miami Herald*—did not print the names of any parents. Editors from both papers said names would be printed only if the juveniles were charged with heinous or newsworthy crimes, such as rape or murder. None of the juveniles arrested in the seven month period was charged with one of these crimes.

A biweekly newspaper, the *Broward Times*, did publish the names. Two

weekly newspapers originally said they would print the names, but they did not.

At least five surrounding communities considered drafting policies similar to the Coral Springs one. But only one city, Lauderhill, voted approval for the policy. The mayor of Lauderhill said his city's policy probably would be rescinded in light of the court decision. No names were released by Lauderhill police.

Gannett wins round in bout over newsracks

A U.S. District Court judge has granted a preliminary injunction barring the City of Yonkers, N.Y. from enforcing its newsrack regulation ordinance.

Judge Whitman Knapp found that the city's ordinance, which seeks to regulate the size, appearance and placement of newsracks, violates the due process provisions of the Fourteenth Amendment.

The court action, brought by Westchester-Rockland Newspapers (a Gannett subgroup) with supporting briefs from the *New York Times* and the *New York Daily News*, sought to have the ordinance declared unconstitutional on the basis of First and Fourteenth rights to disseminate information.

WRN filed suits against Yonkers and another Westchester County community, Briarcliff Manor, last spring when officials in Yonkers passed the "model" regulatory ordinance and officials in Briarcliff Manor, without statutory authority, began removing WRN newsracks from village streets.

Judge Knapp ordered Briarcliff Manor officials to keep their hands off WRN's newsracks, which, in the absence of a regulatory law, were protected by a newspapers First Amendment rights to publish and circulate. A WRN suit seeking punitive damages from the village is pending.

In the Yonkers suit, Judge Knapp found certain areas of the ordinance violated due process in procedural provisions. The judge singled out the lack of provisions for discovery of evidence or cross-examination of witnesses by a newspaper during administrative hearings which would be held whenever the city acted under the law.

He also found sections of the ordinance unclear. Stated Knapp, "As the ordinance requires the resolution of a wide variety of factual issues, some of which—including questions of whether a particular newsrack interferes with snow removal or is sufficiently 'neat' and 'clean'—are not susceptible of objective determination, these procedures seem plainly inadequate."

And, acting in response to requests from both sides, Judge Knapp offered the following view:

"In general, the overall objectives of the ordinance seem to us valid. Many of its provisions are similar to those upheld

by the California Supreme Court in *Kash Enterprises Inc. vs. City of Los Angeles* . . . a decision we find well-reasoned and persuasive. However, several provisions give us pause. The prohibition on attaching newsracks to any fixture not owned by the distributor seems to us wholly arbitrary. The City's avowed objectives behind this provision are (a) to minimize risks of vandalism and traffic hazards inherent in insecurely fastened newsracks, and (b) to avoid undue interference with replacement of traffic sign supports or wiring of utility poles. These goals could surely be pursued in a more rational fashion with less interference with First Amendment interests.

"Evaluation of some of the other provisions appears impossible on the record now before us. One such provision is that requiring that each newsrack be equipped with a coin return. On the current record, we are unable to ascertain whether (or if so to what extent) the expense of installing such devices might chill the newspapers in their search for distribution outlets . . . We note our skepticism with respect to the provisions banning the placement of newsracks in close proximity to parks, libraries, museums or schools."

A trial will have to be held to make a final determination in the issue. No date has been set.

Both sides have met in informal conferences with the judge during which, WRN attorney Raymond O'Keefe reports, Yonkers has been "sort of reasoning with us."

O'Keefe reports that the city has written a new law, which, if the court declares the current legislation invalid, would probably face a similar court test.

Ad revenues reported

Advertising revenues for Times Mirror's Newspaper Publishing group for the tenth accounting period, September 10 through October 7, 1979, were up 18.5% to \$51,978,000 from \$43,845,000 for the same period in 1978. The revenue increases reflect the addition of the *Hartford Courant*. For the ten accounting periods, January 1 through October 7, 1979, total advertising revenues for the group were \$422,215,000 compared with \$371,297,000 for the same period last year, an increase of 13.7%.

EDITOR & PUBLISHER for November 17, 1979

Free papers acquired by Florida daily

The *Clearwater* (Fla.) *Sun* has acquired two free-circulation weekly newspapers with primary circulation in St. Petersburg, Fla. and a distribution company and will operate them as a subsidiary.

The primary circulation is about 70,000 copies distributed free in south Pinellas County. The Publishers' Distribution Service is an alternate delivery system which not only delivers the weekly papers, but also "anything from toothpaste to what have you," according to John E. Ricketson, publisher of the *Clearwater Sun*.

Ricketson said no major changes in the format or content of the papers is planned because "they are good newspapers."

In addition, Ricketson pointed out that the acquisition of the distribution service will put the *Sun* in a position of following a trend of major newspapers, particularly those in suburban areas, to acquire alternate delivery systems (ADS) that allow them to expand their services and methods of delivery.

The purchase of the *Southcoaster* and the *Northsider* is the latest in a string of major changes by the *Sun*. In midsummer, the daily newspaper closed its news bureau in Pasco County and increased news coverage in mid Pinellas. About six weeks ago, it converted from an afternoon to a morning newspaper.

Robert J. Woodruff, Jr. who owned and published the papers, will continue as general manager of the new subsidiary, Ricketson said. Robert J. Woodruff III will continue as editorial director of the two papers and Lee Wenz will continue to head the distribution company.

The *Southcoaster* was acquired by Woodruff in June, 1973 and expanded into its present tabloid format . . . the successor to a weekly news publication that was started in 1957.

The transaction was handled by Beckerman Associates, Inc., Media Brokers.

The *Clearwater Sun's* parent company is Jefferson-Pilot Newspapers.

Correction

Due to an oversight by Media Records, Inc., the August newspaper lineage figures for the *Fort Lauderdale* (Fla.) *Sun Sentinel* (which appeared in *E&P*, Oct. 13) were incomplete.

Full run August lineage for 1978 of 2,826,225 and part run lineage for 1978 of 361,475 were omitted from the published lineage.

Grand total August lineage for the evening *Fort Lauderdale News*, Saturday and Sunday *News & Sun Sentinel* and morning *Sun Sentinel* for 1978 is: full run—9,755,457 and part run—784,073.

EDITOR & PUBLISHER for November 17, 1979

Weekly publication reports news ideas

The nation's press itself is the source of news, photo, graphics and feature ideas being made available in a new, weekly publication called the "idea supermarket."

In the first 11 weeks of publication, the "idea supermarket" has contained more than 625 entries, an average of more than 56 ideas per week, according to Jack Barkley, publisher. Barkley, a 25-year newspaper veteran, resigned as editor of the *Kokomo* (Ind.) *Tribune* at the end of this past summer.

"What we do is subscribe to a large cross-section of the nation's press, glean the better ideas we see, summarize these in a few sentences and distribute them to our subscribers," Barkley said.

"We work with never less than 60 newspapers in our sample group. At set intervals, we add about 15 new papers and then drop off about the same number that haven't shown us very much. This continuing rotation insures we will be furnishing new ideas from new sources from different parts of the country. We make certain each sample group is comprised of large, medium and smaller newspapers and that each group is representative of all parts of the nation," he

said.

Each issue of the "idea supermarket" is divided into sections, such as Business News, Energy, Government, Family Interest, Photos, Graphics, Women's Interest, Young People, Food, Leisure and the like. The weekly issues are in a form to be retained in a binder provided by the publisher.

Each entry includes the name of the newspaper of origin so contact may be made for additional information as to how a story was carried out. The "idea supermarket" itself retains tearsheets of all items included in the weekly reports so the service can be contacted for dates and page number references. All entries are numbered sequentially to tie in with an updated, topical index that is to be furnished every three months.

In the course of time, it is hoped the "idea supermarket" staff will review every newspaper in the nation, the publisher said. During the test period prior to the first issue and during the first 11 weeks, more than 320 newspapers have been sampled, he added.

Rates are based on circulation. The address of "idea supermarket" is P.O. Box 231, Kokomo, IN 46901.

Local residents start weekly for Palo Alto

A weekly newspaper for the Palo Alto and Stanford area began publishing in early October.

The *Palo Alto Weekly* will provide full coverage of civic news and community issues, features on local residents, columns by Palo Altans, and comprehensive coverage of art and entertainment events in the area, said publisher Bill Johnson, a former press secretary to Rep. Pete McCloskey.

The *Weekly* is distributed by mail each Thursday to all 26,000 households in Palo Alto as well as to faculty and staff homes on the Stanford campus. Distribution is free, but voluntary subscriptions will be solicited at \$10 per year.

The paper will be published by Embarcadero Publishing Co., a corporation formed by Johnson and 14 other local residents.

A staff of 10 full-time employees, as-

sisted by regular free-lance contributors from the area, will publish the *Weekly*. Managing editor is Tim Clark, formerly news editor for the daily newspaper in Sun City, Arizona.

Meg Walker has been named arts and entertainment editor. She has been associate editor of San Francisco Visitor News, a press writer for Pacific Conservatory of the Performing Arts and a *Stanford Daily* staffer.

Roger Sanford will be advertising director. He worked most recently in advertising sales for the Meredith Sun newspapers in San Jose and was associate publisher of the weekly *Santa Cruz Independent*.

The *Weekly's* offices are located at 642 High Street in Palo Alto, 94301, above Zack Electronics. Telephone is 326-8210.

Compromise accepted in rack licensing dispute

Six South Florida newspapers that filed suit against Boca Raton, Fla. contending its ordinance regulating newspaper vending machines was unconstitutional have accepted a compromise measure offered by the City Council and have "amicably dismissed" their lawsuits.

The original city ordinance, approved last November, banned the racks outright from dozens of streets calling them "a danger to the safety and welfare." It prescribed how far newsracks could be

from all manner of objects like fire hydrants, crosswalks, driveways and bus stops. For each newsrack, a newspaper company was to have paid \$5 for a license and \$55 as a franchise fee.

After months of litigation, all that remains is a general agreement that no rack should be placed where it "unreasonably interferes with vehicular or pedestrian traffic."

Under the terms of the settlement the City Council must repeal the licensing law.

1979 September linage

The following linage tabulations have been compiled by Media Records, Inc. for the exclusive publication of Editor & Publisher. They may not be reprinted or published in any form without explicit permission from Media Records, Inc. NOTE: Newspapers marked with code below include advertising in Parade or Family Weekly, approximate linage as follows:

*Parade—72,959

†Family Weekly—83,054

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
AMERICAN NEWS-S		
American News-e	679,235	21,888
†American News-S	529,517	12,684
Grand Total	1,208,752	34,572

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
AKRON, OHIO		
Beacon Journal-e	2,376,083	2,568,288
*Beacon Journal-S	1,570,434	127,824
Grand Total	3,946,517	127,824

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
ATLANTA, GA.		
Constitution-m	2,711,188	688,571
Journal-e	2,882,590	692,315
Journal & Constitution-S	2,060,149	325,371
Grand Total	8,288,109	1,706,257

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
BALTIMORE, MD.		
*News American-S	949,520	306,816
News American-e	1,152,057	1,319,835
Sun-m	1,640,613	38,591
Sun-e	2,023,438	38,591
Sun-S	2,836,987	332,485
Grand Total	8,622,615	716,483

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
BERGEN COUNTY, N.J.		
Record-e	2,339,880	140,075
*Record-S	1,994,478	336,076
Grand Total	4,334,358	476,151

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
BOCA RATON, FLA.		
News-e	749,469	32,172
†News-S	547,125	388,623
Grand Total	1,296,594	32,172

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
BOSTON, MASS.		
Herald American-m	818,264	208,467
Herald American-S	575,895	441,748
Globe-e	2,524,265	73,040
Globe-S	2,934,094	447,229
*Globe-S	2,934,094	447,229
Grand Total	6,852,518	1,170,484

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
BUFFALO, N.Y.		
Courier Express-m	897,716	74,458
*Courier Express-S	1,440,957	26,160
News-e	2,469,745	105,400
News-S	467,082	368,288
Grand Total	5,257,500	206,018

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
CAMDEN, N.J.		
Courier Post-e	2,423,155	70,192
*Courier Post-S	806,790	82,552
Grand Total	3,229,945	152,744

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
CHARLOTTE, N.C.		
News-e	1,686,769	64,352
Observer-m	2,124,990	131,036
*Observer-S	5,070,807	389,956
Grand Total	10,645,287	6,874,991

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
CHICAGO, ILL.		
Tribune-m	3,636,220	3,785,797
Tribune-S	3,115,322	1,387,734
Sun Times-m	2,718,599	594,701
Sun Times-S	1,175,146	619,259
Grand Total	10,645,287	6,874,991

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
CINCINNATI, OHIO		
Enquirer-m	3,254,580	3,228,281
Enquirer-S	2,514,167	1,985,379
Post-e	1,527,132	120,207
Grand Total	7,295,879	120,207

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
CLEVELAND, OHIO		
Plain Dealer-m	3,205,567	297,816
Plain Dealer-S	2,463,029	152,259
Press-e	1,781,561	352,234
Grand Total	7,450,157	802,309

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
COLUMBUS, GA.		
Enquirer (see note)	1,258,496	34,085
*Ledger Enquirer-S	884,328	2,352
Grand Total	2,142,824	36,437

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
COLUMBUS, OHIO		
Dispatch-e	2,467,151	50,331
Dispatch-S	2,146,032	185,984
Citizen Journal-m	1,055,795	1,180,186
Grand Total	5,668,978	236,315

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
DALLAS, TEXAS		
News-m	4,723,907	258,949
News-S	2,554,901	387,209
Times Herald-e	4,036,091	210,950
*Times Herald-S	2,492,051	101,755
Grand Total	13,806,956	958,863

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
DAYTON, OHIO		
Journal Herald-m	2,060,542	2,211,383
News-e	2,072,684	296,022
*News-S	1,278,227	9,120
Grand Total	5,411,453	305,142

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
DENVER, COLO.		
Rocky Mt. News-m	4,572,869	4,402,298
*Rocky Mt. News-S	1,314,918	1,026,039
Post-e	3,690,819	120,537
Post-S	2,889,172	2,053,017
Grand Total	12,466,989	120,537

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
DETROIT, MICH.		
(Note two listings)		
Free Press-m	2,064,907	393,997
*Free Press-S	1,105,788	214,778
News-e	3,172,743	559,000
News-S	2,109,232	482,160
Grand Total	8,452,670	1,649,935

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
DULUTH, MINN.		
Herald-e	929,317	36,812
News Tribune-m	1,018,549	19,114
*News Tribune-S	888,343	102,656
Grand Total	2,836,209	178,584

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
EL PASO, TEXAS		
Times-e	1,438,768	13,248
*Times News-S	1,041,797	6,480
Grand Total	2,480,565	19,728

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
FORT LAUDERDALE, FLA.		
News-e	3,761,028	428,224
*News & Sun Sentinel-S	2,009,624	314,290
News & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
GARY, IND.		
Post Tribune-e	1,735,306	224,252
*Post Tribune-S	1,172,902	3,920
Grand Total	2,908,208	228,172

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
GRAND FORKS, N.D.		
Herald-e	943,752	14,400
*Herald-S	634,034	33,280
Grand Total	1,577,786	47,680

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
HARTFORD, CONN.		
Courant-m	2,617,807	204,377
*Courant-S	1,688,429	542,660
Grand Total	4,306,236	747,037

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
HONOLULU, HAWAII		
Advertiser-m	2,791,938	2,851,329
Star Bulletin-e	2,759,212	2,817,590
*Star Bulletin & Advertiser-S	1,547,348	1,126,453
Grand Total	7,098,498	6,795,372

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
HOUSTON, TEXAS		
Chronicle-e	6,446,649	427,365
Chronicle-S	3,319,067	292,036
Post-m	5,159,000	416,278
*Post-S	2,005,655	176,595
Grand Total	16,930,371	1,312,275

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
INDIANAPOLIS, IND.		
News-e	3,761,028	428,224
*News & Sun Sentinel-S	2,009,624	314,290
News & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
JACKSONVILLE, FLA.		
News-e	3,761,028	428,224
*News & Sun Sentinel-S	2,009,624	314,290
News & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Star-e	3,761,028	428,224
*Star & Sun Sentinel-S	2,009,624	314,290
Star & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Star-e	3,761,028	428,224
*Star & Sun Sentinel-S	2,009,624	314,290
Star & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Star-e	3,761,028	428,224
*Star & Sun Sentinel-S	2,009,624	314,290
Star & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Star-e	3,761,028	428,224
*Star & Sun Sentinel-S	2,009,624	314,290
Star & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Star-e	3,761,028	428,224
*Star & Sun Sentinel-S	2,009,624	314,290
Star & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Star-e	3,761,028	428,224
*Star & Sun Sentinel-S	2,009,624	314,290
Star & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Star-e	3,761,028	428,224
*Star & Sun Sentinel-S	2,009,624	314,290
Star & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Star-e	3,761,028	428,224
*Star & Sun Sentinel-S	2,009,624	314,290
Star & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Star-e	3,761,028	428,224
*Star & Sun Sentinel-S	2,009,624	314,290
Star & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Star-e	3,761,028	428,224
*Star & Sun Sentinel-S	2,009,624	314,290
Star & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Star-e	3,761,028	428,224
*Star & Sun Sentinel-S	2,009,624	314,290
Star & Sun Sentinel-m	1,501,364	1,607,947
Sun Sentinel-m	3,046,865	687,204
Grand Total	10,318,881	1,429,718

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Star-e	3,761,028	428,224
*Star & Sun Sentinel-S	2,009,624</	

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
KANSAS CITY, MO.		
Times-m	2,872,686	712,834 2,856,179 478,084
Star-S	1,245,080	65,407 1,321,599 76,159
Star-S	2,094,398	133,636 1,574,072 218,404
Grand Total	6,212,162	1,091,877 5,751,850 772,647
NOTE: Star-e and S & Times m changed from eight to six column June 8, 1975.		

LEXINGTON, KY.		
Herald (see note)	2,050,952	51,840 2,208,469 197,136
*Herald Leader-S	1,489,343	16,368 1,106,339 15,200
Grand Total	3,540,295	68,208 3,314,808 212,336
NOTE: Herald-m and Leader-e sold in combination; lineage of one edition Herald-m is shown.		
NOTE: Herald-m, Leader-e and Herald Leader-S changed from eight to nine-column Sept. 20, 1976.		

LITTLE ROCK, ARK.		
Arkansas Gazette-m	1,220,086	268,280 1,701,915
*Arkansas Gazette-S	836,798	124,040 864,845
Grand Total	2,056,884	392,320 2,565,676
LONG BEACH, CALIF.		
Independent (see note)	2,178,358	395,459 2,555,614 444,831
*Independent Press	979,061	30,040 827,742 16,992
Grand Total	3,157,419	425,499 3,083,356 461,823
NOTE: Independent-m and Press Telegram-e sold in combination; lineage of one edition Independent-m is shown.		

LONG ISLAND, N.Y.		
Newsday-e	2,598,097	545,695 3,182,641 913,540
Newsday-S	1,724,134	831,515 1,890,007 554,927
Grand Total	4,322,231	1,377,210 5,072,648 1,468,467
NOTE: Newsday-e and S changed from five to six column Sept. 11, 1978.		

LOS ANGELES, CALIF.		
Times-m	5,623,155	2,635,156 5,600,672 2,564,708
Times-S	923,975	1,664,017 2,941,551 1,205,392
Herald Examiner-m	91,000	109,297 981,817 47,774
Herald Examiner-S	388,826	284,332
Grand Total	10,836,956	4,411,070 9,808,375 3,817,874
LOS ANGELES/SAN FERNANDO VALLEY, CALIF.		
Valley News-m	3,016,547	595,789
*Valley News-S	1,254,471	86,744
Grand Total	4,271,018	682,533
NOTE: Valley News m published 5 days a week only.		
NOTE: Not measured by Media Records in 1978.		
NOTE: Valley News began publishing a Monday edition effective September 10, 1979. Previously, this newspaper was published Tuesday through Sunday only.		

MACON, GA.		
Telegraph (see note)	1,090,559	60,892 1,218,604 39,292
*Telegraph & News-S	771,817	32,566 626,985 6,115
Grand Total	1,862,376	93,458 1,845,589 45,407
NOTE: Telegraph-m and News-e sold in combination; lineage of one edition Telegraph-m is shown.		

MANCHESTER, N.H.		
Union Leader-d	1,347,023	163,168 1,490,463
*New Hampshire News-S	776,612	119,320 717,849
Grand Total	2,123,635	282,488 2,202,312

MEMPHIS, TENN.		
Commercial Appeal-m	2,249,017	159,017 2,265,385 236,835
Commercial Appeal-S	1,361,685	29,744 1,078,886 17,800
Press-Scimitar-e	1,595,327	124,391 1,667,702 134,591
Grand Total	5,206,029	313,152 5,011,973 389,226
NOTE: Commercial Appeal-m and Press Scimitar-e changed from eight to nine column July 1, 1975.		

MIAMI, FLA.		
Herald-m	3,327,898	943,341 3,575,233 957,145
Herald-S	980,104	779,383 1,716,962 625,870
News-e	1,688,597	23,386 1,862,156
Grand Total	6,996,599	1,746,110 7,154,351 1,582,925
NOTE: Herald m and S and News e changed from eight to six-column Mar. 3, 1975.		

MILWAUKEE, WISC.			
Sentinel-m	1,792,682	1,800,406	8,256
Journal-e	3,045,816	668,942	2,858,398
Journal-S	2,656,092	534,021	622,022
Grand Total	7,494,590	1,202,963	6,537,669
MINNEAPOLIS, MINN.			
Tribune-m	1,989,679	95,096	1,836,896
Tribune-S	2,713,515	391,112	2,003,885
Star-e	2,166,379	435,089	2,587,745
Star & Tribune-sat	527,326		
Grand Total	7,396,889	921,297	6,428,526

NASHVILLE, TENN.		
Banner-e	2,287,468	146,224 2,351,110 117,256
Tennessee-m	2,277,965	146,344 2,392,251 127,160
*Tennessee-S	1,607,104	76,552 1,152,220 74,952
Grand Total	6,172,537	369,120 5,895,581 319,368
NOTE: Tennessee-m and S, and Banner e changed from eight to nine-column Jan. 2, 1978.		

NEW YORK, N.Y.		
Times-m	2,978,215	126,900
Times-S	3,636,303	139,485
News-m	1,233,987	1,327,432
News-S	765,837	1,390,654
Post-e	718,188	
Grand Total	9,532,530	4,164,471

NOTE: Times m and S changed from eight to nine column Sept. 7, 1976.
News m and S changed from five to six column Sept. 6, 1976.

NOTE: Times, News and Post did not publish Sept. 1 through Sept. 30, 1978
due to strike conditions.

NEWARK, N.J.		
Star Ledger-m	3,091,868	113,580 3,396,907 100,822
*Star Ledger-S	2,873,124	138,512 2,672,372 170,580
Grand Total	5,964,992	252,092 6,019,279 271,402
NOTE: Star Ledger-m and S changed from eight to nine column Sept. 7, 1976.		

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
OAKLAND, CALIF.		
Tribune-e	1,964,898	51,216 1,998,745 121,130
*Tribune-S	1,210,119	55,480 1,082,734 24,816
Grand Total	3,176,908	206,896 3,081,479 145,946
ORANGE COUNTY, CALIF.		
Register-d	5,441,405	36,944 5,081,042 58,062
*Register-S	2,280,419	1,756,712
Grand Total	7,721,824	36,944 6,837,754 58,062
PASADENA, CALIF.		
Star News-d	1,079,418	154,895 1,164,824 133,745
*Star News-S	553,432	22,400 453,681 4,579
Grand Total	1,632,850	177,295 1,618,505 138,324
PASSAIC, N.J.		
Herald News-e	1,107,268	154,642 1,253,958 157,421
*Herald News-S	506,776	199,964 455,051 73,953
Grand Total	1,614,044	354,606 1,709,009 231,374
NOTE: Herald News-e changed from eight to nine-column Oct. 4, 1976.		
News-sat changed from nine to tabloid seven-column Sept. 2, 1978.		

PASADENA, CALIF.				
Star News-d	1,079,418	154,895	1,644,824	133,745
*Star News-S	553,432	22,400	453,681	4,579
Grand Total	1,632,850	177,295	1,618,505	138,324
PASSAIC, N.J.				
Herald News-e	1,107,268	154,642	1,253,958	157,421
†Herald News-S	506,776	199,654	455,051	73,953
Grand Total	1,614,044	354,606	1,709,009	231,374
NOTE: Herald News-e changed from eight to nine-column Oct. 4, 1976.				
News-sat changed from nine to tabloid seven-column Sept. 2, 1978.				

PITTSBURGH, PA.		
Post Gazette-m	1,099,222	165,320 1,119,195 181,192
Press-e	2,174,096	233,768 2,244,569 230,456
*Press-S	2,444,542	1,864,953
Grand Total	5,717,867	398,998 5,228,717 411,648
NOTE: Post Gazette-m and Press-e and S changed from eight to nine-column Sept. 1, 1975.		
PROVIDENCE, R.I.		
Bulletin-e	1,812,237	436,622 1,896,960 399,634
Journal-m	1,709,737	410,770 1,709,928 333,498
Journal-S	776,853	133,828 1,321,733 179,988
Grand Total	5,298,827	881,220 4,928,621 913,320
NOTE: Bulletin-e and Journal-m have a combined sat edition. The lineage is only shown in the Bulletin-e.		
NOTE: Bulletin-e and Journal-m and S changed from eight to nine column July 1, 1977.		

ROCHESTER, N.Y.		
Democrat & Chronicle-m	1,667,235	151,806 1,690,353 140,776
Democrat & Chronicle-S	1,406,745	128,248 1,152,805 59,136
Times Union-e	1,538,727	124,784 1,661,047 71,536
Grand Total	4,612,777	404,838 4,504,205 271,448
NOTE: Democrat & Chronicle-m and S and Times Union-e changed from eight to nine-column Oct. 20, 1975.		
SACRAMENTO, CALIF.		
Bee-m	3,169,364	449,976 2,958,802 532,496
*Bee-S	1,563,781	303,092 1,031,879 142,872
Union-m	2,356,575	194,736 2,383,000 122,808
*Union-S	664,929	54,872 643,582
Grand Total	7,754,549	1,042,674 7,017,264 798,176
NOTE: Bee-e and S and Union-m and S changed from eight to nine-column Sept. 1, 1975.		

ST. LOUIS, MO.		
Globe Democrat-m	1,695,273	164,313 1,490,429 222,842
Globe Democrat-WE	1,413,004	839,678 26,960
Post Dispatch-e	1,748,199	148,944 2,077,136 56,927
*Post Dispatch-S	2,723,624	1,966,557 22,860
Grand Total	7,580,100	313,257 6,371,800 329,589
NOTE: Globe Democrat-m published 5 days a week only.		
NOTE: Post Dispatch-e and S and Globe Democrat-m and weekend changed from eight to nine column April 5, 1976.		

ST. PAUL, MINN.		
Pioneer Press-m	1,314,706	1,251,348
*Pioneer Press-S	1,908,454	1,452,019
Dispatch-e	2,050,483	224,546 2,127,189 233,588
Grand Total	5,273,643	224,546 4,835,556 233,588
NOTE: Pioneer Press-m and Dispatch-e have a combined sat edition; the lineage is shown in the Dispatch-e.		
NOTE: Pioneer Press-m and S and Dispatch-e changed from eight to six column May 5, 1975.		
ST. PETERSBURG, FLA.		
Independent-e	2,052,024	60,159 2,088,897 61,532
Times-m	2,678,401	915,782 2,662,137 881,289
*Times-S	1,575,272	408,707 1,179,961 385,702
Grand Total	6,305,697	1,384,648 5,930,995 1,328,523

SALEM, OREGON		
Oregon Statesman-m	2,277,165	2,248,848
*Statesman Journal-S	842,679	681,853
Capital-e	1,858,137	1,785,625
Grand Total	5,063,164	4,744,643
NOTE: Oregon Statesman-m, Capital Journal-e and Statesman Journal-S changed from eight to nine column Oct. 1975.		

SAN ANTONIO, TEXAS		
Express-m	2,274,728	224,360 2,373,565
*Express-News-S	1,544,452	130,136 1,205,148 28,272
Express-News-sat	675,901	590,948
News-e	2,083,026	161,048 2,022,283 127,272
Light-e	2,191,619	275,673 2,418,535 86,197
*Light-S	1,565,790	254,960 1,257,436
Light-sat	582,551	469,565
Grand Total	10,917,767	1,046,177 10,343,380 438,813
NOTE: Express-m, News-e and Light-e published 5 days a week only.		
NOTE: Express-m, Express News-S and S and News-e and Light-e and S and sat changed from eight to nine-column Express-m, Express-News-S and Sat Jan. 19, 1977; News-e Jan. 18, 1977; Light-e, S and Sat Jan. 15, 1976.		

	1979	1978
FULL RUN PART RUN FULL RUN PART RUN		
SAN DIEGO, CALIF.		
Union-m	3,598,216	103,242 3,610,310 81,294
*Union-S	2,905,725	1,412,944
Tribune-e	3,945,591	93,672 3,884,911 81,965
Grand Total	9,549,532	196,914 8,907,567 163,259
SAN FRANCISCO, CALIF.		
Chronicle-m	2,309,957	707,549 2,228,700 701,177
Examiner-e	2,288,921	687,341 2,182,424 677,856
Examiner & Chronicle-S	1,628,670	231,208 1,264,300 187,968
Grand Total	6,227,548	1,626,118 6,254,424 1,567,001
SAN JOSE, CALIF.		
Mercury-m	5,439,033	242,908 5,299,969 228,785
News-e	4,275,081	242,366 4,457,617 229,053
*Mercury News-S	2,707,484	21,527 2,853,420 6,140
Grand Total	12,421,598	507,211 11,305,004 468,998
NOTE: Mercury-m and News-e has a combined sat edition; the lineage is only shown in the Mercury-m.		

SAN JOSE, CALIF.			
Mercury-m	5,429,023	242,908	5,299,969
News-e	4,275,081	242,366	4,131,279
* Mercury-News-S	2,707,484	21,937	1,853,420
Grand Total	12,421,598	507,211	11,305,066
NOTE: Mercury-m and News-e has a combined set edition; the lineage is only shown in the Mercury-m.			
SHREVEPORT, LA.			
Journal-e	1,496,912	84,776	1,439,465
Times-m	2,149,810	90,008	2,639,426
* Times-S	1,052,176	1,011,742	1,580
Grand Total	4,722,898	180,784	5,044,807
NOTE: Times-m S and Journal-e changed from eight to nine column Jan. 2, 1977.			

1979				1978			
FULL RUN		PART RUN		FULL RUN		PART RUN	
NEWPORT NEWS, VA.							
Daily Press-m	1,946,336	2,154,866					
Times-Herald-e	1,806,506	1,971,452					
Daily Press-S	1,516,466	1,296,008					
Grand Total	5,272,308	5,422,326					
NORFOLK, VA.							
Virginian-Pilot-m	2,516,938	356,130	2,363,717	413,963			
Ledger-Star-e	2,318,117	544,077	2,166,932	534,601			
Virginian-Pilot & Ledger-Star-S	1,746,211	384,860	1,794,013	314,063			
Grand Total	6,581,266	1,285,067	6,324,662	1,262,627			
NORTH BAY, ONT.							
Nugget-e	1,252,659	1,209,311					
NORTH PLATTE, NEB.							
Telegraph-e-sat-m	917,983	800,375					
NOTE: Includes Family Weekly—84,333 lines in 1979; 70,075 lines in 1978.							
OGDEN, UTAH							
Standard-Examiner-e	1,807,426	1,766,862					
Standard-Examiner-S	898,196	722,424					
Grand Total	2,705,622	2,489,286					
NOTE: Sunday includes Family Weekly—86,352 lines in 1979; 74,410 lines in 1978.							
OKLAHOMA CITY, OKLA.							
Oklahoman-m	2,255,224	663,286	2,191,676	542,828			
Times-e	2,188,734	549,247	2,052,756	450,920			
Oklahoman-S	1,519,162	1,238,142					
Grand Total	5,963,120	1,212,533	5,482,574	993,748			
OMAHA, NEB.							
World-Herald-meS	3,834,502	3,486,140					
ORLANDO, FLA.							
Sentinel-Star-d/S	3,906,966	767,718	3,822,770	650,636			
OTTAWA, ONT.							
Le Droit-e	2,088,990	2,224,820					
PALM SPRINGS—PALM DESERT, CALIF.							
Desert Sun-e	1,438,509	1,259,731					
PHOENIX, ARIZ.							
Republic-m	4,507,902	4,089,974					
Gazette-e	4,286,324	3,941,056					
Republic-S	2,658,652	1,661,884					
Grand Total	11,448,878	9,692,914					
PORTLAND, MAINE							
Press Herald-m	1,197,094	1,234,385					
Express-e	1,122,168	1,177,319					
Telegram-S	724,904	656,914					
Grand Total	3,044,166	3,108,618					
PORTLAND, ORE.							
Oregonian-mS	5,894,196	5,397,910					
Oregon Journal-e	824,102	1,837,206					
Grand Total	7,718,298	7,235,116					
READING, PA.							
Times-m/Eagle-e	1,524,660	1,606,492					
Eagle-S	1,015,515	810,129					
Grand Total	2,538,175	2,416,621					
RICHMOND, VA.							
Times-Dispatch-m	1,894,371	1,872,246					
News Leader-e	1,718,057	1,667,936					
Times-Dispatch-S	1,624,375	1,255,379					
Grand Total	5,236,803	4,795,561					
NOTE: Part-run and comics not included.							
RIVERSIDE, CALIF.							
Enterprise-m	2,196,740	2,203,754					
Press-e	1,944,502	1,971,494					
Press-Enterprise-S	688,030	517,342					
Grand Total	4,829,272	4,692,590					
NOTE: Parade linage or preprinted inserts not included.							
SANTA BARBARA, CALIF.							
News-Press-e	2,893,947	2,531,984					
NOTE: Parade linage not included.							
SCOTTS BLUFF, NEB.							
Star-Herald-mS	1,050,591	938,106					
NOTE: Includes Family Weekly—84,837 lines in 1979; 70,052 lines in 1978.							
SEATTLE, WASH.							
Post-Intelligencer-m	1,740,760	1,782,339					
Post-Intelligencer-S	845,180	828,250					
Grand Total	2,615,747	2,410,589					
Times-eS	4,497,392	3,949,498					
SOUTH BAY (Torrance), CALIF.							
Breeze-e	3,755,150	3,534,860					
SPOKANE, WASH.							
Spokesman Review-m	1,644,581	1,659,753					
Spokesman Review-S	1,136,748	882,982					
Daily Chronicle-e	1,661,836	1,737,103					
Grand Total	4,443,165	4,279,838					
TACOMA, WASH.							
News Tribune-e & Tribune Ledger-S	3,361,834	3,396,190					
TOLEDO, OHIO							
Blade-e	2,246,099	2,202,521					
Blade-S	1,590,392	1,214,042					
Grand Total	3,856,496	3,416,563					
TOPEKA, KANSAS							
Daily Capital-m	1,323,437	1,347,279					
State Journal-e	976,283	959,294					
Capital-Journal-S	550,403	671,009					
Grand Total	2,850,123	2,977,582					
TORONTO, ONT.							
Star-e	5,438,455	5,010,881					
Sun-mS	2,543,117	2,162,857					
Grand Total	7,981,572	7,173,738					
TUCSON, ARIZ.							
Star-m	2,964,906	3,086,524					
Citizen-e	2,877,924	3,005,618					
Star-S	1,328,306	871,388					
Grand Total	7,171,136	6,963,530					
NOTE: Sunday includes Parade linage.							
TULSA, OKLA.							
World-m	1,808,379	1,870,677					
Tribune-e	1,778,076	1,834,790					
World-S	1,113,636	824,877					
Grand Total	4,700,091	4,530,344					
NOTE: Figures based on 8-column format and 9-column classified.							
VANCOUVER, B.C.							
Sun-e	3,429,821	4,129,650					
NOTE: Includes Weekend Magazine.							
WAUKEGAN, ILL.							
News-Sun-e	1,934,590	1,992,592					
WILKES-BARRE, PA.							
Times-Leader-News	1,123,094	1,509,674					
Record-a/d	1,123,094	1,509,674					
WILMINGTON, DEL.							
News-Journal-m-e	1,966,451	1,973,071					
News-Journal-S	909,332	557,483					
Grand Total	2,875,783	2,530,554					
WILMINGTON, N.C.							
Star-m	1,184,498	1,172,206					
Star-News-S	404,138	372,228					
Grand Total	1,588,636	1,544,494					
WINDSOR, ONT.							
Star-e	2,871,824	2,656,503					
WINNIPEG, MAN.							
Tribune-e	3,524,858	3,251,308					
Free Press-e	3,725,646	3,673,735					
Grand Total	7,250,322	6,925,043					
WINSTON-SALEM, N.C.							
Journal-m	1,668,646	1,866,914					
Sentinel-e	1,349,418	1,400,672					
Journal-Sentinel-S	1,072,652	797,720					
Grand Total	4,090,534	4,065,306					
NOTE: Part-run and comics not included.							
WORCESTER, MASS.							
Telegram-m	1,044,110	1,140,516					
Gazette-e	1,073,835	1,166,085					
Telegram-S	1,307,015	881,503					
Grand Total	3,424,960	3,208,104					

Dow Jones acquires additional shares in Hong Kong paper

Dow Jones & Co., Inc., has acquired 4,054,094 shares of South China Morning Post, Ltd., from Jardine Securities Ltd., a subsidiary of Jardine, Matheson & Co., Ltd., for approximately \$12 million (U.S.).

The shares represent about 12% of the Hong Kong company, which publishes the *South China Morning Post*, Hong Kong's English-language newspaper, and which has a variety of other Asian publishing and commercial printing operations.

In 1975, Dow Jones purchased a 10% interest in South China Morning Post,

Ltd., and the new share acquisition would bring the Dow Jones holding up to about 22% of the company's outstanding shares. Other major shareholders in the company are the Hongkong and Shanghai Banking Group, with approximately 44% of the shares, and Hutchison Whampoa Ltd., with about 24%. Both are Hong Kong-based firms.

Dow Jones and South China Morning Post are partners in two Asian regional publishing ventures. South China Morning Post owns 51% and Dow Jones 49% of Far Eastern Economic Review, Ltd., a weekly magazine published in Hong Kong. South China morning Post also is one of four minority partners in the *Asian Wall Street Journal*, which is majority owned by Dow Jones. The *Asian Wall Street Journal*, also published in Hong Kong, was founded in 1976 and

is Asia's only regional business daily.

Jardine, Matheson, from whose subsidiary the shares have been acquired, is an international company based in Hong Kong with a wide range of interests.

Gannett to buy FM station in Tampa

Gannett Co., Inc. agreed to purchase WJYW-fm in Tampa, Fla., from Rounsaville of Tampa, Inc. The purchase, which is subject to the approval of the Federal Communications Commission, will give Gannett its seventh FM station, the maximum allowed under FCC rules. Terms of the agreement were not disclosed. Robert W. Rounsaville of Atlanta is the sole shareholder of Rounsaville of Tampa, and the transaction was arranged by the R.C. Crisler Co., a media broker.

Marvel Comics schedules newspaper inserts

By John Consoli

Marvel Comics Group has set a target date of March 23 for distribution of a comic book newspaper insert that will initially be carried quarterly in eight major market daily newspapers.

The newspapers signed up for initial distribution are the *New York News*, *Washington (D.C.) Post*, *Chicago Tribune*, *Los Angeles Herald Examiner*, *Dallas Times Herald*, *Houston Chronicle*, *Detroit News* and *Philadelphia Inquirer*.

Marvel plans to initially distribute the comic book insert four times a year and hopes to go weekly by 1981.

"We'd eventually like to distribute through a newspaper in every major market around the country," said Nancy Allen, vicepresident, promotion for Marvel Comics.

Until all the wrinkles are worked out of the program, however, Allen said distribution will be only through the eight newspapers.

The concept of distributing comic books as newspaper inserts was successfully tested by Marvel in the *Columbus (Ohio) Dispatch* on August 26.

For three days prior to distribution, Marvel promoted through radio spots that the *Dispatch* would contain the "back to school" comic book "advertising supplement" entitled "Spider Man vs. The Hulk."

Dispatch circulation manager John Brigham reported a 10.4% increase in rack sales over the same Sunday in 1978.

"I cannot say objectively that the increase was due to the Marvel Comics promotion," Brigham said. "However, I can say there was no other particular reason why this 10% increase would occur."

Brigham said subscriber reaction to the insert was "very favorable" and said "we did have some calls inquiring as to whether this would be a regular insert in the paper."

Brigham, who is the father of five, added, "I know from my own personal experience, that it was very well accepted."

A few days after the comic book insert ran, the *Dispatch* research department made 420 random calls to check reader response.

Of those who read the comic book, 90.3% said they would like to see it in future issues of the newspaper. The survey also found a pass-along readership of 2.2 per household within two days of the insert date.

Allen said the *Columbus Dispatch* was chosen as a test distribution medium be-



Comic book supplement

cause Columbus is "known as a good test market" and because the *Dispatch* "had the amount of circulation we were looking for." Columbus, she said, is a "good, medium sized market demographically."

Why distribute through major market newspapers after testing in a medium sized newspaper?

"We talked to a couple of potential national advertisers before we went out to sell the newspapers on the concept and they told us they wanted to be in the top markets," Allen said. "We began going to the top markets and every paper we went to accepted us. We didn't even get a chance to go to some major markets, like Boston, for example."

Marvel will pay the newspapers an insert rate and both Marvel and the papers will promote the concept.

The comic book itself will be specially prepared by Marvel. On the front cover, will appear the words "Advertising Supplement to" and the name of the newspaper, surrounded by the usual comic book cover illustrations.

The comic book will have 20 pages and will contain seven inside ad pages, three covers for ads, one page of public service and a buyer service section. The buyer service section will tell readers where they can buy nationally advertised products locally.

Only full page national ads will be accepted by Marvel. According to Allen they will "initially be going after youth oriented advertising, although I think the medium is appropriate for all advertisers."

Ad rates will be \$6 to \$10 per 1,000 circulation, but there will be "charter discounts," according to Allen. She said the high pass-along readership would also go toward reducing the rates.

Deadline for advertising in the comic insert, she said, will be two months before publication. She said this is due, in part, because the newspapers want to have the books in house three weeks before distribution.

Allen feels the comic insert will create "a tremendous good will" between newspapers and their readers.

"One of the newspaper executives we spoke to said there are a lot of closet comic book readers out there who won't necessarily buy a comic book at a store, but will read one if it is in their newspaper," Allen said.

Marvel plans to work with retailers on window displays, point of purchase materials and Superhero appearances to "increase excitement" of the program.

Marvel daily comic strips featuring Spiderman, the Incredible Hulk and Conan the Barbarian appear in newspaper comic sections nationwide. They are syndicated by the Register and Tribune Syndicate. Marvel Comics is a division of Cadence Industries.



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Syndicates

By Lenora Williamson

Andy Rooney adds column to his chores

Andy Rooney, author and television writer and producer, is now a newspaper columnist as of this month, having begun his 3-a-week column for the Chicago Tribune-New York News Syndicate.

Rooney says of the column: "I hope I'm not going to be known as a writer of funny columns.

"I'm an essayist and sometimes what I write strikes people funny, but humor has been a disappointment to me as a writer's tool. If there's any humor at all in a piece, it's called light and is dismissed as being of no importance. I think it has something to do with the fact that there's no humor in the Bible."

Rooney contends that an essayist should be a reporter too. "No one has so much stored up in his head that he can presume to sit back for the rest of his life and tell the world about it."

Rooney isn't writing his column with an electric typewriter. He explains, "There's no sense pretending you can use machinery that thinks faster than you do. An electric typewriter wants to go before I'm ready to say anything."

The columnist-essayist is familiar to television audiences with his every other week spot on CBS "60 Minutes" "A Few Minutes with Andy Rooney." Rooney, a native of Albany, N.Y., attended Colgate University until drafted into the Army in 1941. During the war, he was one of 8 correspondents who flew with the Eighth Air Force in the first American bombing raid on Germany.

Among Rooney's books is "The Story of Stars and Stripes", published in 1946.

New York Times Special Features has announced Sunday, December 2, for

start of its U.S. syndication of Henry Kissinger's book "White House Years."

The Special Features serialization is in 7 parts, totalling about 10,000 words, and includes unpublished pictures from the book.

Sylvia Porter, who writes "Your Money's Worth" for Field Newspaper Syndicate, is celebrating publication of her "New Money Book for the 80s." Her 1975 "Money Book" was on the *New York Times* Bestseller List for 36 weeks.

The new book weighs in at a smidgen more than four and one-half pounds, what with its 1,305 pages of first aid in money, legal, investment and other 1980 crisis agenda/including budget and shopping advice/and even how-to divorce should the occasion arise.

And there is a wealth of other advice on how to buy various types of art for hedge against inflation and how to know what you're buying in gold items these days, if the gold-bug bites.

Sylvia says her aim is simplicity in every sphere of personal and family finance and that she hopes hints crammed into the hefty Doubleday book will show readers how to survive in the U.S. economic jungle and also how to triumph in the marketplace.

This year, for the third in succession, Sylvia was named by the *World Almanac* as one of "America's 25 most influential women." She holds some 14 honorary degrees from universities.

Tom Tiede, national correspondent for Newspaper Enterprise Association, is author of a second novel, "Welcome to Washington, Mr. Witherspoon", just

published by William Morrow & Company. Tiede has been an NEA columnist for more than 14 years.

Sylvia Brown, a California professional psychic working with lawyers, doctors and law enforcement agencies, has begun a weekly syndicated column for Allied Press International. "The World Through the Eyes of a Psychic" will discuss case histories.

"Easy Tax Tips" by George Watson Smith, CPA, will begin its 4th year of national syndication January 1, with Inter-Continental Press Syndicate handling sales for the first time. The feature runs a 5-a-week during the income tax season.

Smith's own certified public accountants firm is located in Southfield, Michigan.

Inter-Continental will also be offering a reader service book, "The Best of Easy Tax Tips", along with the column, with rebate to newspapers for each book. Orders for the paper-back will be filled by the syndicate.

The Register and Tribune Syndicate is joining the nationwide observance of the 100th anniversary of Will Rogers' birthday. The commentator-columnist enlivened newspaper pages for many years with his wit and good humor.

The syndicate is distributing a 6-part series from Bryan B. Sterling's book, "The Best of Will Rogers", published by Crown Publishers, Inc. Sterling, one of Rogers' most ardent fans, edits the current R & T feature, "Will Rogers Says."

Rogers was born November 4, 1879, and died in the crash of a small plane in August, 1935. During his lifetime, Rogers had met most of America's presidents and his most frequent topic for comments was the Congress. He called its members "our hired help."

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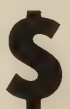
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Ron Martin, Editor, Baltimore News-American (editorial 10/14/79)

For rates and availability on "The Supermarket Shopper," the twice-weekly column that explains how to get the best mileage from coupon and refund offers, call (212) 557-2833.

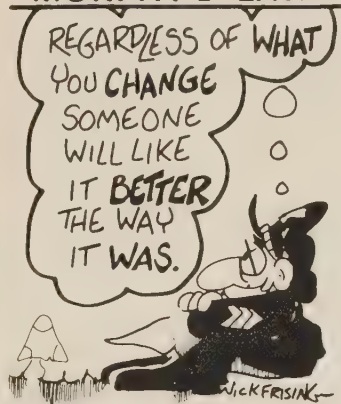


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Cartoonist Nick Frising of Joplin, Missouri, is the artist/author of a single column panel, "Murphy's Law" (If anything can go wrong, it will) which Allied Feature Syndicate of Cleveland is distributing. Murphy's Law, Frising explains, is the "law" that people live by every day.

MURPHY'S LAW*



*If anything can go wrong, it will

Frising, in addition to commercial art, sells cartoons to national magazines and has taught cartooning in the Continuing Education Department of Missouri Southern State College in Joplin.

* * *

Solo News Network, Inc., a subsidiary of the London-based Solo Syndication & Literary Agency Ltd., has opened offices in Atlanta with Norman Bloom as director. Solo offers news service throughout USA and Canada with stories of feature interest. The writers are mainly United Kingdom journalists whose material is syndicated worldwide.

Offices are located at 235 Peachtree Street, NE Atlanta.

* * *

Trans-World News Service has signed three new syndicated features, columnists David Rice of Washington state, and Diane Best of Texas, and cartoonist Harry Schwalb, Washington, D.C.

David Rice writes the column, "Rice to the Occasion", which has been appearing in several West Coast papers. He is assistant city editor of the *Aberdeen*

(Wash.) *Daily World* and his columns have won a number of association awards.

Best, who lives in Austin, is a crafts writer and a designer in the craft field for individuals and several companies. She will answer questions from readers in her column, "The Craft Consultant."

Schwalb has the comic strip "Long Stretch" with Trans-World and is doing a new panel, "Little 'Bo.'" for the syndicate. His cartoons appear in national magazines.

* * *

Syndication rights for "Queen Juliana—the Story of the Richest Woman in the World" have been ac-

quired by Allied Press International. The book is by William Hoffman and published by Harcourt Brace Jovanovich, with the syndicate setting a release date for the six installments December 1.

* * *

Field News Service is now carrying national and international news reports from the *Baltimore Sun*.

Under an agreement reached between FNS and the Sun, material from the Baltimore paper's writers will be available to FNS clients in North America and overseas.

FNS is a division of Field Enterprises Inc., publishers of the *Chicago Sun-Times*.

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Publishers offer help to workers on drugs

By Andrew Radolf

Newspapers are joining the national business trend of management taking an active role in helping employees cope with personal problems ranging from alcoholism and drug addiction to debt overload and marital stress.

At a meeting in Boston, Mass. representatives of employee assistance programs from the *Minneapolis Star* and *Minneapolis Tribune*, *New York Times*, *Philadelphia Inquirer*, and *Boston Globe* discussed how to make their programs more effective including ways in which unions and management can cooperate in providing aid.

Calling themselves the Newspaper Industry Occupational Programmers, the group plans to meet again next June in New York.

"We want to help the employee with a problem, not make him lose his job. The way for an employee to lose his job is not to get help," commented Glenn Horstman, coordinator of the chemical dependency program at the *Minneapolis Star* and *Tribune*. "All our unions are confident that an employee who comes for help is not going to be fired. Everything is strictly confidential, like a doctor-patient relationship. In many cases the employee's superior doesn't even know, especially when we're dealing with the families or when a wife comes in about her husband."

Horstman, who termed himself a "recovering person" from a dual addiction to drugs and alcohol, said his program has helped "over 100 families since January 1977" and has a recovery rate of "85% total abstinence" with less than "5% (of participants) going through the program twice."

His role, he explained, is to refer employees to treatment centers or therapists rather than doing the therapy himself.

"Our insurance covers chemical dependency," he stated, adding "I never approach the employee myself. It would ruin the whole situation if I went headhunting. Our supervisors are well trained to detect trouble on the job. The unions also send members with problems to me."

Horstman said his program is "branching out" into new areas as financial counseling and helping employees' children who are having problems in school. He also runs a prevention programming, going from department to department with a series of lectures and films.

"All of the employees know the company supports the program 100%," he

remarked. "It's a tremendous help to productivity."

Edward Small, director of employee assistance at the *New York Times*, said of his program, "It's a morale factor for the employees, and it saves the company money in benefits, arbitration, and sick time. The *Times* feels it has an obligation to help employees with 'stigmatized' conditions. We know not everybody's going to get better, but we can guarantee a recovery rate of about 50% to 66% when treatment is done by a knowledgeable person."

Like Horstman, Small's job is to refer *Times*' employees for treatment.

"You name it, I've done referrals for it," he stated about his four years with the company. Before joining the *Times* he spent 11 years doing similar referral work with the Post Authority of New York and New Jersey.

"I'm a recovered alcoholic myself," Small commented, "and I didn't get into counseling until I sobered up."

Though he declined to give out the number of *Times* employees he has seen, Small observed that "6% of any employee group" have alcohol related problems.

"There's not a person in the industry who has not seen a talented person drink himself to death," he declared. "The old stereotype that newspaper people drink a lot is an excuse to drink more."

When approaching an employee about a problem affecting job performance, Small has advised managers to say "Something must be the matter. I want you to go to the counseling office," rather than "I think you have a drinking or emotional problem."

The only feedback the manager receives is "whether or not the employee came," he explained. "We don't give out a diagnosis or a prognosis." He added that his office is in "an ill traveled part of the building" to protect privacy.

"The employees know that if they continue to have the problem, sooner or later they'll lose their job," Small continued. "We have the backing of top management, and the employees know we mean business."

To facilitate communications with crafts people at the *Times*, Small works with a former pressman, Henry Kearns, whose job is to make union members aware of the services available and help build trust in the program. The two men are also trying to have all the various hospitalization policies at the paper cover the treatment cost of the program's clients.

"I think we're being successful," Small stated, noting that the age group of

his clients has dropped from the mid forties to the mid thirties. "We're getting to them a little younger and a little earlier when the outlook is much better."

As a member of the employee assistance committee at the *Philadelphia Inquirer*, Tom Hudson with five other men runs a program similar in scope to those at the *Times* and the *Star* and *Tribune*.

The committee maintains a meeting room "as an alternative to the tavern" where employees seeking assistance can go for coffee, reading, and counseling. Hudson's group is also "hooked into community services" so employees needing outside help can get it "that day or the day after."

"It's like a health benefit; everybody's pulling together," he remarked of the 13 unions involved in his program, and he continues to work the midnight to 7:30 a.m. shift as an engraver.

Hudson received his training from the AFL-CIO's community services course and has conducted his own training course for the *Inquirer*'s supervisors and union officials on their role in the assistance program.

He cited his recovery rate is 80 to 85% and pointed out that only he has access to the program's records.

"Not even the medical department or the personnel department knows who's in the program," he asserted.

The *Inquirer*'s parent company, Knight-Ridder Newspapers, has contacted Hudson about his assistance committee and asked him to contact other papers in the chain "to find out who has one and who doesn't. He has also received inquiries about his program from the *Washington Post* and the *Cleveland Plain Dealer*.

"A lot of papers are interested in what's going on," he stated. "In the future I want to hold our meetings the same time as the ANPA."

"Inter company collaboration is extremely important for a small company like ours," commented Dr. William Chapman of the *Boston Globe*'s medical department.

The doctor wants the newspaper industry to "broaden the data base" on employees receiving assistance in order to "develop a standardized way of documentation" which will show "what correlates with treatment effectiveness."

The *Globe*'s program deals primarily with alcoholism which Dr. Chapman called "a disease of deception, cover up, and looking the other way. You need union cooperation and the backing of top management to get people into treatment."

He also stated that an employee with a drinking problem must receive treatment daily for it to be effective.

"Unless you see the person every day," he insisted, "you don't know where the hell they are."

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(305) 896-4330 Telex 56-7471

VENDING MACHINES

300 LECO coin operated vending machines. Majority have been refinished in past 6 months. Contact Dave Stillwell, Bradenton (Fla.) Herald, (813) 748-0411.

WANTED TO BUY

IBM COMPOSER, IBM ESC, IBM fonts, IBM, camera, N. Gregory, 343 Clive Ave., Oceanside, NY 11572. (516) 764-2250.

FERAG counter stacker in good condition. Must see in operation.
Box 27787, Editor & Publisher.

SHERIDAN 48P or 72P inserter.
Must see in operation.
Box 25954, Editor & Publisher.

GOSS COMMUNITY OIL BATH with SC folder unit separate. Box 1983, Editor & Publisher.

NEED 1500 SERIES GOSS SUBURBAN 4 to 6 units.
BOX 200, EDITOR & PUBLISHER.

STA-HI 257 or
251 COUNTER STACKER
Box 25955, Editor & Publisher.

LATE STYLE
COTTRELL V222S AND 845
BOX 273, EDITOR & PUBLISHER.

CHESHIRE and Phillipsburg any condition. Call Collect Herb (201) 289-7900 A.M.S., 1290 Central Ave., Hillside, NJ 07025.

MAKING market in Mark I, II, III Photon Pacesetter. The Lookout, POB 205, Hopewell Junc NY 12533. (914) 226-4711.

ALL TYPES OF COMPOSING EQUIPMENT for top cash prices regardless of condition or age. Will pay for all pickup and transportation. Phone (800) 521-5587 or in Michigan (313) 865-7805.

TWO 3 knife trimmers and gluers for Goss Community Suburban folders 1976 and 1978. (800) 843-6805, K A Lesnar.

HIGHEST PRICES PAID for your obsolete lithographic film and silver chip. Call Boston Recovery, PO Box 799, Brockton MA, (617) 588-3214.

Help Wanted...

ACADEMIC

MASS COMMUNICATION—Assistant Professor with background in survey research to teach courses in quantitative research methods and journalism. Ph.D. and media experience required. Candidates should expect to conduct research in specialty areas and to maintain liaison with media professionals. UWM is a major urban university in a residential setting. The Department offers undergraduate and M.A. sequences in journalism, broadcasting, and mass communication. Salary range: \$15,500-17,000. Closing date for applications is January 15, 1980. Send Vita to Professor David Eason, Department of Mass Communication, University of Wisconsin-Milwaukee, Box #413, Milwaukee, WI 53201. UWM is an Affirmative Action, Equal Opportunity Employer.

HELP WANTED

ACADEMIC

THREE FACULTY POSITIONS to teach in (1) advertising; (2) news editorship; (3) public relations; all are tenure track. First 2 positions are at assistant-associate level with academic year salary range of \$17,940 to \$24,828. Third position is assistant professor with salary range to \$19,680. Appropriate, significant professional (non-academic) experience required for each position. PhD strongly preferred. Application deadline December 31, 1979. Contact Professor Frank S. Holowach, Chairman, Personnel Committee, Department of Journalism, San Diego State University, San Diego CA 92181. Affirmative Action/Equal Opportunity/Title IX employer. SDSU does not discriminate against handicapped persons.

DIRECTOR OF MASS COMMUNICATIONS

Position Description: Head of Mass Communications area, offering a B.A. in Radio-Television-Film and Journalism and a M.A. and Ph.D. in Radio-Television-Film. Duties include administration of a strong Liberal Arts program with approximately 500 undergraduate majors and 175 graduate students. Position available August 15, 1980. Rank and salary open depending upon qualifications.

Ph.D. in an appropriate field is required. Demonstrated ability in administration, at least five years teaching experience, and an interest in the development of an M.A. program in Journalism. A strong research background in one or more of the following areas is preferred: (1) Law of the Press (2) Media Regulation (3) Mass Communications Theory. Submit letters of application, resume and three letters of recommendation to D. Logan, Chairman, Search Committee, Department of Speech Communication, Theatre and Journalism, Wayne State University, Detroit, Michigan 48202. Applications must be received by February 15, 1980.

An equal opportunity/affirmative action employer.

ASSISTANT/ASSOCIATE PROFESSOR position to teach courses in public relations and advertising. Excellent opportunity to work with program that has good media contact. PhD required. Professional background in public relations or in the media. Salary range: \$17,200-20,000. Application deadline: February 15, 1980. Equal opportunity/affirmative action employer M/F. Send resume and list of references to Joel Gambill, Department of Journalism and Printing, Arkansas State University, State University AR 72467.

OHIO STATE UNIVERSITY'S School of Journalism invites persons interested in graduate work at the master's level to apply soonest for positions as Teaching/Research/Administrative Associates starting Fall 1980. For application forms or information, write or call: Graduate Chairman, School of Journalism, Ohio State University, 242 W 18th Ave, Columbus OH 43210, or phone (614) 422-7438.

TEMPLE UNIVERSITY

Department of Journalism

Assistant or Associate Professor to teach in Advertising Sequence starting January 1980. Ph.D., teaching experience, scholarly publications preferred. Professional experience required. Tenure track position. Salary competitive. Application deadline December 1.

Tenure track positions for September 1980. Preference will be given for teaching skills in law, reporting, editing, advertising, magazine, graphics. Ph.D., teaching experience, scholarly publications preferred. Professional experience required. Rank and salary open depending upon qualifications. Application deadline December 18.

Send letter of application and credentials to Paul W. Sullivan, Chairman, Search Committee, Department of Journalism, Temple University, Philadelphia, PA 19122.

An Equal Opportunity/
Affirmative Action Employer.

HELP WANTED

ACADEMIC

TWO ASSISTANT PROFESSORS of Journalism to start September, 1980. Position No. 1 applicants should be qualified to teach basic and advanced reporting courses; Position No. 2, basic and advanced advertising courses. For either position, applicants also should be able to teach courses in at least one of these areas: radio-TV news, graphics, magazine journalism, public relations. Relevant professional journalistic experience required; college teaching and record of research and publication highly desirable. Doctorate preferred, master's required. Fixed-term appointments may be renewable. Salary competitive with other leading universities. Send letter, resume, and list of references to: Paul Nelson, Search Chairman, School of Journalism, University of Oregon, Eugene OR 97403. Deadline: December 31, 1979. Equal Opportunity/Affirmative Action employer.

JOURNALISM—Assistant Professor to teach courses in reporting, law, and ethics. Ph.D. and media experience required. Candidates will be expected to conduct their research specialties and to maintain active liaison with media professionals. UWM is a major urban university in a residential setting committed to excellence in teaching and research. The Department has undergraduate and M.A. sequences in journalism, broadcasting, and mass communication. Salary range: \$15,500-17,000. Closing date for applications is January 15, 1980. Send Vita to Professor David Eason, Department of Mass Communication, University of Wisconsin-Milwaukee, Box #413, Milwaukee, WI 53201. UWM is an Affirmative Action, Equal Opportunity Employer.

THE ENGLISH DEPARTMENT of East Carolina University has an opening for an assistant professor of journalism, beginning in August, 1980. A completed or nearly completed PhD in Communications is necessary; professional experience with print media is desirable. Write to Edwin Hester, Chairman, Department of English, East Carolina University, Greenville NC 27834.

ADMINISTRATIVE

GET OUT OF THE COLD and into the operations of this small Old South Louisiana weekly near major city. Don't spend another winter in snow and ice but move now to the glorious Sunbelt. Need aggressive man, woman, couple to publish this 100 year old weekly and to establish self in community. Write PO Box 279, Zachary LA 70791.

BUSINESS MANAGER—Accountant with a future for 10,500 daily in Zone 6. Be prepared to lead and go with one of nation's major groups. Box 31027, Editor & Publisher.

BUSINESS MANAGER for small California daily. Proven advertising background a must. Send complete resume, references, and salary requirements to Box 33289, Editor & Publisher.

TAKE CHARGE, experienced all phases, working manager needed for 2 weekly newspapers in northern suburban New Jersey, 25 miles from New York City. Camera-ready operation. Outside printing. Immediate opening. Complete details in first letter. Box 33304, Editor & Publisher.

EXECUTIVE MANAGER for the Virginia Press Association, a weekly and daily based organization of weekly and daily newspapers. Experience in dailies and weeklies desirable. Salary negotiable. Benefits provided. Responsibilities include administering the association's activities such as keeping members informed, anticipating and handling industry problems, arranging for conventions and conferences; legislative work; supervising office staff work including ad billing and a clipping service and preparing information bulletins. Apply to Box 33234, Editor & Publisher.

To answer box number ads in EDITOR & PUBLISHER

Address your reply to the box number given in the ad, c/o Editor & Publisher, 575 Lexington Ave., New York, N.Y. 10022.

Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manila envelope.

HELP WANTED

ADVERTISING

ADVERTISING SALES DIRECTOR
The Pulitzer Prize-winning St. Louis Post-Dispatch of Omaha are seeking an individual with proven sales and managerial background to head up all advertising sales divisions for 7 paid and 5 free weekly newspapers.

We're an innovative newspaper company that values well managed and motivated personnel. If you have the energy and enthusiasm to accompany your record of success, we have the challenge and rewards for a career executive.

Omaha is an environmentally sound city with surprising cultural advantages. Excellent pay and fringes; excellent working conditions. This is an opportunity to grow with a solid, well-established company. All inquiries treated in confidence. Write to Richard Kreuz, Assistant Publisher, Sun Newspapers, 4875 F Street, Omaha NE 68117, or call (402) 733-7330.

RETAIL ADVERTISING MANAGER position. Run retail department with 9 outside salespeople. Advancement opportunities excellent within the paper and the Harte Hanks chain. Good base salary plus MBO incentive. Send resume to Advertising Director, PO Box 5111, San Angelo Standard Times, San Angelo TX 76902.

RETAIL ADVERTISING Area Manager needed badly, person to take charge of area sales for top quality award winning shopping guide, 22,000 circulation, 4 year old print ad system, most modern equipment. We are growing and need a self-starter to organize, direct and sell. Experience preferred in Shopper Concept. However will consider the one with will to work and grow with us. Send photo and resume to: c/o Foy Shopper, PO Box 526, Sparta WI 54656.

ADVERTISING/BUSINESS MANAGER
Need experienced, aggressive advertising person who can bring things around at a young and fresh but struggling regional weekly tabloid newsmagazine. Right person will help editor-owner achieve alternative journalistic goals by putting paper on sound financial ground; someone who can sell ads as well as motivate small sales staff, while helping promote circulation. Base plus commission on overall performance. Zone 5. Send resume listing current salary. Box 33277, Editor & Publisher.

EXPANDING DISPLAY department, seeking retail manager, advertising representatives and layout artist. Immediate opening Arizona daily-weekly group. Remuneration commensurate with experience and ability. Jim Schmitt, Advertising Director, Casa Grande Newspapers, Inc. PO Box 639, Casa Grande AZ 85222.

PUBLISHERS' REPS WANTED

New 60,000 bi-weekly Detroit area tabloid needs 3 dynamic self starters capable of earning \$25-50,000 a year. Co-op background helpful. If you presently work in ad sales and think you can earn even more—call (313) 761-9209.

ENERGETIC, self-starting display advertising representative wanted, who is capable of selling with enthusiasm. 5-day daily with 10,000 circulation in coastal community. Great recreation area. Top company benefits, including stock ownership-trust program. Contact Chuck Savage, Daily Astorian, PO Box 210, Astoria OR 97103, or telephone (503) 325-3211.

CIRCULATION

MEDIUM SIZE daily on Florida's west coast needs an assistant to the circulation manager. We prefer ability and the desire to succeed over years of experience. Excellent opportunity for the right person. Write Box 31067, Editor & Publisher.

ARE YOU a district manager at a small to medium paper and want to grow in the circulation field? Ready to be boxed in and want to manage a department in the next 2-3 years?

We need a strong district manager who is ready to be brought along as one of our group's department heads. Only shirt-sleeved individuals need apply to work hand-in-hand with the circulation director.

We offer good compensation and a generous benefit package. Send resume with references to Box 31070, Editor & Publisher.

HELP WANTED

CIRCULATION

CIRCULATION MANAGER for expanding group of weeklies in shopper in New York City. Emphasis on home delivery. Send resume, salary expectations to Box 33204, Editor & Publisher.

CIRCULATION MANAGER—Opportunity to step into full management of circulation distribution and sales. Small 6-day daily (5 PM and Saturday AM) plus weekly TMC in pleasant recreational community on Lake Michigan shoreline. Send resume and salary requirements in confidence to General Manager, South Haven Daily Tribune, South Haven MI 49090.

DISTRICT MANAGERS

Cold weather got you? Feel stymied, no future? Are you working in a depressed market? Maybe we have an answer for you. We are seeking people who have been in the Circulation Field just long enough to realize they like it. We are not necessarily looking for a great deal of experience, but rather an understanding of what it takes to get the job done. (We won't reject experience from a down to earth, hard worker, but we don't need desk jockeys.) We can offer you employment with one of the nation's largest newspapers, a good salary, with opportunity of advancement (if you earn it), insurance, retirement, holidays, vacations, sun, salt, fresh water fishing and the fastest growing metro area in the country. Why not take a few minutes to drop me a resume? Be sure to state present earnings and desired salary. Your mail will be in confidence. Equal Opportunity Employer Male/Female. Box 31110, Editor & Publisher.

SUPERVISOR and DISTRICT MANAGER positions available for experienced circulators in fast-growing, dynamic, competitive market. Excellent salary, benefits and career opportunities. Applicants should be experienced in Little Merchant system, recruiting, carrier collections and promotion in competitive market. If interested please send resume to:

PERSONNEL DEPARTMENT
ROCKY MOUNTAIN NEWS
BOX 719
DENVER CO 80201

MANAGER for the state operation of a medium size newspaper in Zone 4. Must have at least 3-5 years experience and be capable of supervising and working with others. Send resume and salary requirements to Box 31026, Editor & Publisher.

OPENING in the spring for circulation manager for 11,000 6-day daily with TMC shopper in Zone 3. Good benefits and chance to move up in aggressive group of newspapers. Send resume and salary requirements to Box 30976, Editor & Publisher.

CIRCULATION MANAGER for Arizona group daily, weeklies, TMC. Growing area. Good fringes. Write Doug Schoenike, Business Manager, Casa Grande Valley Newspapers, Box 639, Casa Grande AZ 85222.

CIRCULATION MANAGER with proven record of accomplishment for 15,000, 5-day and Sunday with TMC product. Desire shirt sleeve manager with Little Merchant experience. TMC start up or expansion. ABC record keeping. Located in Piedmont region of North Carolina. Excellent advancement potential. Contact Jim Blair, Daily Independent, Kannapolis NC 28081. (704) 933-2181.

I AM INTERESTED in an individual who would like to succeed in the newspaper promotion business. I am looking for a person with promotion ability to succeed me and take over my place in the promotion field. My experience includes contracts with The Chicago Sun Times, Los Angeles Times and the New Orleans Item, etc. Write or phone Frank J. Marks, Broadmoor Towers, 235 W. 102 St., New York NY 10025, (212) 749-5575, 864-1300.

DISTRICT SUPERVISORS

If you're looking for an excellent career opportunity or feel you are being overlooked in your present position, we may have the answer. Due to an expanded staff, we have several openings for self-motivated, aggressive, experienced, district supervisors. We offer an outstanding fringe benefits package including salary to \$23K for the more experienced supervisor. If interested, please send resume with salary history to Box 33237, Editor & Publisher.

HELP WANTED

CIRCULATION

ASSISTANT METRO MANAGER

Major metropolitan daily newspaper has an immediate opening for an assistant to our metropolitan circulation manager. Candidate hired will have an excellent opportunity to grow while directing and working in several different areas of our circulation department. Prime candidate will have generalist experience in circulation with proven supervisory skills, sharp organizational skills, and strong written and oral communications skills. You will report directly to our metropolitan circulation manager. Competitive salary and fringes. If interested, please send resume and salary requirements to: Stan Sawdye, St Paul Dispatch, Pioneer Press, 55 E 4th St, St Paul MN 55101.

CLASSIFIED ADVERTISING

TIRE D OF TRYING to break even in a stagnant market? We need someone to manage the classified department of our 16,000 circulation daily. Growth potential unlimited. Must be a family oriented professional, computerized display transactions and willing to handle some accounts. Send resume and salary requirements to Box 31052, Editor & Publisher.

CLASSIFIED ADVERTISING MANAGER for building Zone 2 highly successful and profitable section to greater heights. Ambitious, energetic person #2 or #3 in command OK. Send details including salary requirements. Box 33274, Editor & Publisher.

DATA PROCESSING

COMPUTER TECHNICIAN

An immediate opening exists for top notch Computer Technician to maintain ATEX, AUTOLOGICS, COMPUSCAN, DEC, and RAYCOMP systems. Experience in these areas preferred. 4-day work week. Salary \$19K plus overtime and benefits. Send resume to Michael Gusk, Technical Services Manager, Dallas Times Herald, PO Box 225445, Dallas TX 75265.

COMPUTER SYSTEMS MANAGER

The New York Times Affiliated Newspaper Group is looking for an experienced computer hardware-software generalist to oversee, coordinate and manage its various system resources. At least 10 years experience in project planning, systems analysis, design, development and implementation. Experience with HP, DEC, NCR and IBM system 34 hardware a definite plus. Experience with production and business systems desirable. The successful candidate must have oral and written communications skills to deal with all levels of management. 60% traveling involved. We offer an excellent benefits package and competitive salary commensurate with your background. Mail your resume and resume to: Personnel Department, The New York Times Affiliated Newspaper Group, PO Box 408, Lakeland FL 33802.

Equal Opportunity Employer M/F

SYSTEMS MANAGER

NORTH CAROLINA COASTAL DAILY. New installation of 41 terminal AT&T front-end system and 6 terminal IBM S/34 Business system. Manager will work as department head on same level with news, advertising, accounting and production. Must have newspaper background, thorough understanding of systems operation, hardware, and software, programming and analysis, and of systems department's role in timely, quality production of daily newspaper and financial data. Send resume, references and salary history to:

Editor
Star-Newspapers
PO Box 840
Wilmington NC 28402

EDITORIAL

EDITORIAL/TECHNICAL WRITER

Western Electric Engineering Research center seeks a communicator who has a background in developing technical articles. You must have a BS degree . . . a graduate degree in technical writing and 2 to 3 years of experience preferred. Working knowledge of phases of production would be a plus. Send resume and salary history to N.E. Leaver, Western Electric Research Center, PO Box 900, Princeton NJ 08540.

HELP WANTED

EDITORIAL

WE ARE LOOKING for an assistant news editor/copy editor and a special editor for our small group of weekly newspapers in eastern Idaho. Good living conditions, growing organization. Send resume and salary requirements to Roger Porter, Standard-Journal Newspapers, Box 10, Rexburg ID 83440. (208) 356-5441.

EDITOR REPORTER

Group of 2 weekly papers is seeking recent J-grads or persons with 1 year experience to staff progressive paper. Ambitious non-smokers with high ethics desired. \$135 per week plus benefits to start. Resumes and samples to Bill Schweitzer, Box 98, Hugo CO 80821, (303) 743-2371.

WANTED—General Assignment Reporter. Must have working knowledge of 35mm camera. Call Pat Williams, The Dispatch, Cookeville TN, (615) 528-5405.

WANTED—Managing Editor for semi-weekly newspaper. Total new plant, competitive situation. Must know offset makeup and photography and be able to direct other people. Call Pat Williams, The Dispatch, Cookeville TN, (615) 528-5405.

ART DIRECTOR

Major metro's Sunday magazine needs a graphics specialist to handle its weekly design and production. Required publication design experience that firming line graphics and editorial content; familiarity with print production; competence in conceiving illustration and directing photographers and artists; ability to plan and meet deadlines. Box 33264, Editor & Publisher.

BILINGUAL REPORTER for twice-weekly English-language newspaper in Costa Rica. Take-home pay. \$420 monthly. To start January 1. Send resume, clips, to Apdo 7-2730, San Jose, Costa Rica.

THE BUFFALO COURIER-EXPRESS, recently acquired by the Minnesota Star & Tribune Company, is seeking experienced rewrite/copy editors. Send resume to Martha Harny, Courier-Express, 795 Main St. Buffalo NY 14240.

LIFESTYLE —Want to have some fun moving a more traditional Living section into a blend of lifestyle and community news reporting? We have an opening for an assistant editor good at editing, layout, editing, and for a talented writer. Two years experience, a journalism degree required. Write Box 33249, Editor & Publisher.

GRADUATE ASSISTANTSHIPS—Pennsylvania State University School of Journalism is seeking applicants for master's program with three or more years' media experience. Half-time graduate assistantships for 1980-81 academic year paying a stipend and full tuition are available for best qualified applicants. Write for details to: Chairman, Graduate Studies, School of Journalism, 128 Carnegie Bldg, University Park PA 16802.

EDITOR for a county-seat, county-wide, weekly paper located along the scenic Rock River in the Bluff Country Hills of northern Illinois. The successful candidate will have previous newspaper editing experience or comparable technical skills. You must be strong in court house news coverage, correspondent recruitment and photo ability. VDT experience helpful but not necessary. Starting salary to \$12,000 plus benefits. Contact Michael Tompkins, Rochelle Newspapers Inc., 401 N Main St, Rochelle IL 61068.

FARM EDITOR—The successful candidate will have newspaper or magazine editing experience. Farm-related background helpful but not necessary if you are willing to learn. We're a top-notch newspaper group with completely modern facilities and equipment. We demand excellence from our editors. Salary requirements and resume to Michael Tompkins, Rochelle Newspapers Inc., 401 N Main St, Rochelle IL 61068.

SPORTSWRITER

We are a growing 6 day 35,000 AM whose bread and butter is prep sports. I am looking for a triple threat who can write with pizzazz, layout an imaginative eye-grabbing sports page, and snap a decent action picture. You must be a college grad or better, you, but experience in all three areas is a prerequisite. Send samples and clips to Curt Nix, Sports Editor, York Daily Record, 1750 Industrial Highway, York PA 17402.

HELP WANTED

EDITORIAL

THE MIAMI NEWS is looking for a few good reporters, a graphics editor and an assistant city editor. We want people with at least 5 years of experience who have integrity, talent, enthusiasm, energy and superior journalistic skills. We offer the greatest afternoon newspaper challenge in America. PO Box 615, Miami FL 33152.

HIGHLY REGARDED Florida business magazine seeks top flight business journalist to help reshape firmly entrenched publication. Must be thoroughly experienced in business writing. This is an ideal working and living opportunity for enthusiastic writer or editor. Write President, PO Box 2350, Tampa FL 33601.

BE YOUR OWN BOSS. Small weekly group seeks reporter with at least two years experience who wants to try some of his ideas and be editor of a small town weekly. Ideal family town near cities, but still rural. Send resume to: Gazette Publications, PO Box 166, Jefferson OH 44047.

REPORTER

We need an experienced reporter for a college town bureau. We're a 68,000 PM looking for a thoughtful self starter, eager to beat a competing daily. Send resume and clips to Stan Linhorst, Regional Editor, The Evening Press, Vestal Pkwy East, Binghamton NY 13902.

RUN YOUR OWN SHOW in a small community. I need an energetic editor for a long-established weekly. Some photo required. Strong on layout and feature writing. VDT experience helpful but not a must. Zone 5. Box 31138, Editor & Publisher.

MANAGING EDITOR

Your strongest personal asset is the ability to manage and motivate good journalists. You anticipate news and know your newspaper's real strength is in the community it serves. You're a self starter determined to excel. You know the importance of planning, people, budget, editing, graphics. We have your biggest challenge yet. We're a 35,000 morning paper running head-to-head with a 48,000 afternoon competitor. We intend to narrow the gap and understand product is the key. We need your leadership. It's an outstanding opportunity. Write David Martens, Publisher, York Daily Record, York PA 17402.

THE KANSAS CITY TIMES seeks applications from copy editors who have 3 or more years of experience on either a metropolitan or telegraph copy desk and who would like to be considered for possible future openings. Please send resumes to Chris Waddle, Assistant Managing Editor, The Kansas City Times, 1729 Grand Av, Kansas City MO 64108.

WE ARE SEEKING talented reporters, desk people and editors. Challenging positions in one of the nation's top agricultural areas. Excellent salary and benefits with room for advancement. Degree and experience desired. Mail resume and clips to Personnel Manager, Clarksville Leaf-Chronicle, 200 Commerce St, Clarksville TN 37040.

SPORTSWRITER Ideal opening for recent college graduate with sports writing experience. Daily AM newspaper. Send clips and resume to Ed Hauck, Dickinson Press, 127 W First St, Dickinson ND 58601.

ASSISTANT EDITOR position available in Idaho to someone qualified and willing to start as staff writer, move up in organization, and eventually take over agricultural magazines and one recreation magazine. Good salary, benefits. Write Harris Publishing Inc, PO Box 981, Idaho Falls ID 83401, (208) 522-5187, Mr. Harris.

COPY EDITOR

Southern metropolitan 7 day newspaper is looking for copy editor with three years or more experience. Reporting background helpful. Good salary, excellent working conditions. Send resume to Box 31105, Editor & Publisher.

MANAGING SPORTS EDITOR

Opportunity to head up sports reporting staff of large suburban newspaper group in Zone 9. College grad with 5 years experience preferred. VDT experience a plus. Must be strong in local sports. We offer good benefits including profit sharing plan. Send full resume including salary history and supervisory experience to Box 31087, Editor & Publisher.

HELP WANTED

EDITORIAL

REPORTERS—Expanding Southern capital city newspaper needs help in drive to breathe life into daily coverage. We offer competitive salaries, pleasant working and lifestyle conditions. We want at least two years experience and a journalism degree. Write Box 33242, Editor & Publisher.

DESKPERSON wanted for Nevada's largest newspaper. Should have 2 years experience or more. Must be able to edit copy as well as write headlines and layout pages. Write Wayne Stewart, News Editor, Las Vegas Review Journal, PO Box 70, Las Vegas NV 89101.

ACTION LINE EDITOR wanted for a Zone 9 newspaper with 70,000+ circulation. Applicant must have previous experience on action line columns and a college degree. Send resume and column samples to Box 33240, Editor & Publisher.

REPORTER to handle general news for quality South Carolina weekly newspaper in major university town. Good place to live and work. Recent J-school graduate acceptable. Send complete information with application. Box 33236, Editor & Publisher.

WRITER/REPORTER wanted for large country weekly. Photo experience helpful but not necessary. Good benefits and pay commensurate with talents. Prefer J-school grad with some experience. Send resume and clips to The Mendota Reporter, PO Box 100, Mendota IL 61342, or call (815) 539-3396.

EDITOR for hard news, award winning weekly newspaper group in Michigan. Unique environmental area within commuting distance of several large cities. Must be competitive news person, have technical skills and some management experience. Send resume, writing and layout samples and salary expectations to Box 14, Union Lake MI 48085.

EDITOR

Associate Editor for magazine supplement to daily business newspaper.

Involves developing editorial format, working with staff reporters, editing copy and layout. Solid news judgment and production skills essential. Must be able to adhere to deadline, work quickly and accurately. At least 2 years' experience necessary.

Salary in mid teens. Please send your resume to:

Box 33215, Editor & Publisher
An Equal Opportunity Employer M/F

COPY EDITOR—Our senior copy editor is retiring soon. Position offers variety editing local copy, backing up wire editor on days off and vacation, some layout. Six-person desk in electronic newsroom. We're seeking an experienced copy editor with sound news judgment, who can improve local stories with careful editing and write crisp headlines. Definitely not for beginners. AM daily in Zone 2. Excellent benefits and salary to match ability. Locally-owned newspaper in an outstanding community for persons with a family. Write Box 33254, Editor & Publisher.

FARM WRITER

Midwest morning-evening combination seeks farm writer to cover agricultural sector. Must know agriculture. We hope the winning candidate will also have a Midwest farm background and a bachelor's degree, be able to write well and quickly and be able to take pictures. Send complete resume, samples of work to Earl Dyer, The Lincoln Star, PO Box 81609, Lincoln NB 68501.

FEATURE WRITER REPORTER

for opening in a strong features department, producing AM and PM daily plus Sunday sections. We're seeking an energetic, imaginative writer and will consider candidates with varying levels of experience. No phone inquiries. Send resumes and clips to Eileen Shepard, Capital Newspapers, 645 Albany-Shaker Rd, Albany NY 12212.

THE GAZETTE LEADER. The newspaper for Cape May County, New Jersey, is updating its resume file. Copy editors, general assignment and political reporters encouraged to write for 1212 Atlantic Av, North Wildwood, NJ 08260.

HELP WANTED

EDITORIAL

CAN YOU breathe some life into our "lifestyle" section? If you are experienced in feature writing, layout and production and can point with pride to some sparkling examples, we can give you the chance to sparkle as an editor on an under-50,000 daily and Sunday Southeast prize winner. Send resume, nonreturnable clips and idea of salary requirements to Box 33296, Editor & Publisher.

COPY EDITORS

THINK AHEAD

The Times Herald-Record, a 70,000 award-winning daily in southern New York, is seeking qualified candidates for current and future openings on its copy desk. Experienced copy editors (2 years) with a working knowledge of VDT, photo use, and page layout are encouraged to send detailed resumes and clips. Top candidates will be contacted for follow up interviews. Box 33292, Editor & Publisher.

WANTED—America's best sportswriter, experienced as a columnist, knowledgeable of collegiate and professional sports, clever and opinionated. Oakland Raider beat. Minimum 5 years experience. Send resume and clips to Don Bloom, Sports Editor, The Sacramento Union, 301 Capital Mall, Sacramento CA 95812. No phone calls accepted. Equal opportunity employer.

GOOD GENERAL ASSIGNMENT reporter with camera, sales knowledge, that our organization can trade with assistance managing editor. If you don't know the business this job isn't for you. Send complete resume to Pat Williams, The Dispatch, PO Box 2848, Cookeville TN 38501

COPY EDITORS and feature writer positions are opened on one of Texas's most aggressive PM papers. We are looking for copy editors for wire and local sections to join an award winning desk team. Also we are hiring a person who can write feature stories that will add more zip to our page one. Excellent salary and fringe benefits with Cox Newspapers. Please respond in writing to Jerry Wood, Editor, The News, PO Box 789, Port Arthur TX 77640.

THE SPIRIT, Puxatawny, Pennsylvania, seeks person to supervise production of daily offset 5-day a week. Job includes page 1 layout, headline writing, writing on deadline, regular and municipal government beat, sports photography. Send resumes to The Spirit, N Findley St, Puxatawny PA 15767.

THE AWARD-WINNING Dallas Times Herald is looking for an experienced, top-notch business writer who can cover all business beats with emphasis on real estate. Growth of Dallas and the Times Herald dictates that a pro cover this important area. If you've got the talent to work on a major metro and the desire to live in the country's most exciting growth area, write to Ivk Frank, Business Editor.

SPORTS REPORTER—We're a Pacific Northwest medium sized daily seeking an individual with enthusiasm plus solid reporting and writing skills. The position available also includes some general assignment responsibilities. We're an equal opportunity employer. Reply Box 33294, Editor & Publisher.

COPY EDITOR—Must have VDT experience with solid background in wire and local news editing. Send resume to Las Vegas Sun, PO Box 4275, Las Vegas NV 89106, Attn: Len Butcher.

MANAGING EDITOR for 5-day Sunbelt daily in college town. Complete electronic newsroom. Quality newspaper emphasizing local coverage needs pro who understands news flow. Box 33291, Editor & Publisher.

EDITOR—County seat weekly in sunny South Texas needs your experience. Help us break the school news syndrome. Expand city and county government coverage. Good pay and working environment. Send clips, press release Chronicle News, PO Box 369, Raymondville TX 78580.

FREELANCE

MEDICAL WRITER wanted to research methods of scar-birthmark-tattoo removal—surgical, laser, abrasion—and write brief articles for use as a book chapter. Top pay. Box 33285, Editor & Publisher.

HELP WANTED

JOB LEADS

PR/EDITORIAL Jobs nationally 200+ listings weekly. M. Stinson 68-38 Yellowstone Blvd., Forest Hills, NY 11375.

MAILROOM

MAILROOM SUPERVISOR

Opening for experienced supervisor to coordinate mailroom operation and supervise approximately 40 employees. Must have mechanical knowledge and mailroom experience. Zone 5 daily in 85,000 circulation range. Send confidential resume and salary requirements to Box 33252, Editor & Publisher, Equal Opportunity Employer.

MAILROOM SUPERVISOR position open for large volume San Francisco Bay area mailing and printing firm. Company seeking motivated, experienced person with good leadership qualifications. Sound experience in heavy labeling, sorting, inserting and distribution. Operation includes 4 Chesire, 3 Mueller off-line inserters, 35 man crew. If you have qualifications write Box 33260, Editor & Publisher.

MARKETING

WE ARE LOOKING for one of the best marketing directors in the business.

When we find that individual, we will offer a substantial salary based on your experience and potential, a highly lucrative incentive program, all expenses including relocation from wherever you are, and one of the most challenging growth opportunities in the newspaper business.

Only one hitch!

To be considered you should be a highly experienced professional with a proven track record in advertising, promotion and circulation. You should be a sensitive manager of people, a self-motivated individual, knowledgeable about production and new technology and able to plan and execute short term goals and long term plans. Write to us in strictest confidence with a complete work history and salary history.

We are located in the suburban New York market. Reply to Box 33295, Editor & Publisher.

PRESSROOM

WANTED IMMEDIATELY, experienced Goss Urbanite personnel who want to grow with an expanding company in Zone 2. Please send resume, giving job experience and salary history to Box 30922, Editor & Publisher.

RAPIDLY EXPANDING newspaper in Zone 1 is seeking an experienced pressperson capable of running top quality color work on a Harris 1650 or Metro press. Possible head pressperson or foreman M/F position for qualified person. Good company benefits and working conditions. Only qualified people need apply. Write Box 30912, Editor & Publisher.

NEWSPAPER GROUP needs working pressroom foreman. Urbanite experience, PM daily and some commercial work. Open shop. Zone 2. Area ideal for family living. Box 30874, Editor & Publisher.

HAWAII

Press Operators

Hawaii based press specializing in newspaper publishing and commercial printing, with frequent process color, has immediate opening for experienced press operators for 6-unit Goss Urbanite. Good salary for quality-oriented persons willing to work. Excellent benefits with fast growing company including medical, dental and profit sharing. Openings for operators also in Washington and Oregon. Contact: Kim Berry or Dennis Heupel, Sun Press, 46-016 Alaola St, Kaneohe HI 96744, or phone (808) 235-5881.

LARGE METROPOLITAN DAILY has immediate opening for Goss Mark II pressman in a non-union plant, Zone 6. Organization provides career growth potential with excellent salary and fringe benefits. All replies confidential. Send resume to Box 27824, Editor & Publisher.

PRESSPERSON

Experienced offset pressperson. 4 unit Goss Community Press must be able to use darkroom facilities, camera and platemaker. Box 31111, Editor & Publisher.

HELP WANTED

PRESSROOM

WORKING SHIFT FOREMAN
Fast-growing centralized newspaper and commercial printing organization based in southern California seeks a working shift foreman experienced on Goss Urbanite press. Our employee benefits include paid holidays, paid vacation, paid sick days, an excellent medical package and profit sharing plan. Salary commensurate with experience. Please send resume including salary history and references to Box 31134, Editor & Publisher.

IN PUERTO RICO! Web Offset Pressperson Needed: A shirt/sleeve supervisor with experience on Urbanite presses, and with process color. For tabloid daily in San Juan. Excellent salary and benefits. All relocation expenses paid. Call collect (809) 764-8050, Armando Perez.

GENERAL PRESSROOM

FOREMAN

We are conducting a search for a Southeast daily to locate a first line supervisor in the pressroom. The position requires large Goss press experience and good communications skills. Salary to \$30,000. Fee paid. Call or write in confidence to Mike Langford.

EXECUTIVES WEST

4222 East Camelback Road
Suite 200H
Phoenix Arizona 85018
(602) 952-1204

PRESSPERSON for 5 day, 2 shift commercial web operation experienced on Harris 845 and/or Goss Community. Send resume to Jerry Zwicky, Graphic Arts Publishing Inc, 2285 Warm Springs Av, Boise ID 83706, (208) 342-3549.

PROMOTION

ASSISTANT PRODUCTION MANAGER, New Jersey metro daily with 2 plant letterpress/offset operation seeks person with 2-3 years pressroom and supervisory experience to join expanding production department. Salary \$27,000. Good growth opportunity for an energetic individual. Send resume with details of experience to Box 30864, Editor & Publisher.

ASSISTANT MAILROOM SUPERINTENDENT needed for a suburban daily newspaper in the Northwest. Responsible for supervising the operation of graveyard shift. Sheridan inserter experience necessary. Send resume to Ron Watkins, Valley Publishing Co., 704 W Meeker, Kent WA 98031.

PROMOTION

SALES PROMOTION MANAGER

Individual to handle all advertising and circulation promotions for fast growing, progressive newspaper. Experience needed in the development and implication of sales promotion programs. Marketing background or newspaper experience a must. We are looking for someone with new and innovative ideas. Excellent starting salary and benefits. Send resume (including salary history) to Box 2-1, c/o Daily Record, 55 Park Pl, Morristown NJ 07960. Equal opportunity employer.

PUBLIC INFORMATION

PUBLIC INFORMATION ASSISTANT—Must have darkroom knowledge and writing ability. Responsible for photo services, hometown and general news releases. Equal opportunity employer. Send letter of application and resume to: Cindy Schmitt, Barton County Community College, Great Bend KS 67530.

SALES

COMMERCIAL PRINTING SALES—Zone 4 daily newspaper is starting an offset commercial printing division with bindery and needs an energetic and aggressive individual to be a one person show managing this division and selling commercial printing. The right person should have some sales experience and some knowledge of commercial printing costs and bidding procedures. College degree helpful. This is a good career opportunity with a national newspaper group. Affirmative action/equal opportunity employer. Reply in confidence to Box 30880, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWS PAPER DEPARTMENTS & ALLIED FIELDS

ADMINISTRATIVE

MANAGER—Editor, 52, for weekly or daily. Just sold own 4000 circulation semi-weekly, 32 years experience all phases, 22 in Texas. Ready for new challenge. Bert West, (214) 656-3534.

GENERAL MANAGER/AD DIRECTOR Advertising director, 68,000 daily. Available January 1, 1980. Degree. Creative, profit, people oriented, strong on special interest editions. Prefer Zone 4. Top references. Call (912) 233-2436 or write Box 33283, Editor & Publisher.

LET'S FACE IT. Owners want an experienced manager in all phases of producing real black figures on bottom line. As daily general manager and former owner, excellence is goal. Interview, resume now. Present publisher knows of ad, accomplishments to him. Prefer Zone 4-6. Box 33283, Editor & Publisher.

AVAILABLE NOW—A general manager for small-medium daily with capabilities of running large publication or group of weeklies with complete operation know-how. Shopper experience. Complete resume and interview now. Excellent track record and references. Prefer South. Write Box 31024, Editor & Publisher.

GENERAL MANAGER—Assistant to Publisher, 10 years business manager with 70M daily. Strong in business, labor, purchasing. Excellent knowledge in all other areas. Prefer Zones 1, 2, 3 or 5. Resume sent on request. Box 31102, Editor & Publisher.

ARTIST

COMMERCIAL ARTIST for General Motors. Cartoonist for 3 weeklies. Seeking new career on daily. Solid portfolio. Bob Seymour, 4651 Graford Ln, Stow OH 44224.

CIRCULATION

CIRCULATION MANAGER presently employed with medium size daily. Excellent newspaper background in circulation. Shirt sleeve type worker, experienced in working in highly competitive area. Strong in preparing operating budget, projected income, ABC, Little Merchant plans, major routes, mailroom operations, bookkeeping procedures, district manager development. Over 12 years experience. Excellent references. Seeking Zones 1 or 2. Box 33223, Editor & Publisher.

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IMPORTANT: We can't return your reply because that would be the same as telling. So don't send indispensable material. Also attach a note each time you want a box holder checked. Don't be like the fellow who told us "destroy this reply and any future replies from me if Box Holder is (name of newspaper)." With the volume of mail handled by this office each day, that's really taking a terrible risk! And if you don't want your reply to be sent to any property held by a group, it's best to list the properties. We know the daily newspaper holdings of most groups—but a suburban, weekly or new acquisition might slip by us.

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EXPERIENCED (10 years) Classified Manager, 50K daily. Full charge sales, VDT input, screening, budgets, trade association involvement. Dwight Thomas, 1201 N 64th, Waco TX 76710. (817) 772-1697.

CONSULTANT

SEEKING NIE coordinator position. 15 years teaching experience. Spanish, English, Language Arts. Conducted in-service workshops for teachers and taught graduate school course on using the newspaper in the classroom. Will be available January 1980. Box 33221, Editor & Publisher.

EDITORIAL

YOUNG (25) yet experienced (4 years), talented and hardworking sportswriter, has covered major league baseball on a semi-regular basis and now wants a new challenge. VDT experience. Would prefer Zone 9, but willing to relocate under right circumstances. Box 30881, Editor & Publisher.

FINANCIAL EDITOR/COLUMNIST FORMER FINANCIAL EDITOR who doubled as columnist for a top daily seeks return to working for a daily as financial editor and/or business columnist. Seven years experience handling large reporting staff and writing column three times a week. Resume and clips of representative columns available on request. Box 31088, Editor & Publisher.

AGGRESSIVE REPORTER wants out of wire editor's job on 34,000 daily. MA degree, 4+ years experience includes city, police and court beats. Strong on features. Box 31077, Editor & Publisher.

MANAGING EDITOR, small to medium southern daily. Puts out excellent product on time and within budget. Box 31094, Editor & Publisher.

EDITOR, DAILY—14 years experience; key strengths staff motivation, graphics, commitment to community journalism. Box 30921, Editor — Publisher.

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EDITORIAL

SPORTSWRITER, 27, seeks position in Chicago area. Have covered major college football, basketball, pro hockey. Desk, VDT experience. Box 31060, Editor & Publisher.

SPORTS EDITOR, veteran 15 years and currently employed Zone 5, seeks move to similar position or columnist post. Popular daily column, comprehensive local coverage blended with national news into attractive layouts. Write Box 231, Onalaska WI 54650.

SPORTSWRITER seeks position on metro after three years on small Eastern daily. Layout, writing, camera experience. Can do the job, only want chance to prove myself to you. Box 30994, Editor & Publisher.

SPORTS EDITOR—Writer wants challenging writing position in Zone 1. Ten years experience on local sports, features and all desk work. Experienced on VDT. Box 30977, Editor & Publisher.

YOUTHFUL but experienced journalist seeking paper needing news oriented editor. Can do editing, story assignment, make-up and headline writing. Have hired, trained and motivated personnel. Experienced in VDT, MDT systems and UPI procedures. Wants a challenge. Box 31131, Editor & Publisher.

PERCEPTIVE interviews, features and film/TV criticism dressed in lively prose. 3 years experience. Excellent credentials. Contact: K Herbert, 1632 N 11 Av, Phoenix AZ 85007, (602) 252-6255.

IT'S A CRIME to ignore what readers say is a prime concern—crime. What are your courts and law enforcement agencies doing about it? In-depth coverage by multi-award winning crime, feature and legal reporting specialist with 12 years experience in Florida. Box 33201, Editor & Publisher.

LABOR EDITOR with major news organization in Washington, DC, wants to transfer to major metropolitan daily newspaper. Have covered first-hand some of the biggest labor stories of the past four years. Previous experience as Capitol Hill reporter. Career oriented, 13 years of daily and weekly reporting experience, family, age 36, degree, versatile. Box 33205, Editor & Publisher.

WRITER-REPORTER, 33, Nieman Fellow with eight years experience as writer and correspondent for leading national magazine seeks to regain his byline on a good-sized metropolitan daily. Box 33206, Editor & Publisher.

STRINGER—Words/pictures, Silicon Valley area, California. Box 33228, Editor & Publisher.

COPY EDITOR—30 years experience news, slot, wire, rim. Three years VDT. Sparkling heads. Tryout will convince. Box 33233, Editor & Publisher.

EDITORIAL

NEWSROOM PRO

Well rounded newsmen, 32, seeks leadership spot in top-notch newsroom. BJ, solid 10 year track record as reporter, photographer, deskman, designer, editor. Strong typographical bent. I give total commitment to those committed to excellence. Box 33244, Editor & Publisher.

TAXES—LAW—FINANCE

Translating legalese into English is my talent. Can originate copy from tax rulings or court cases. Or rewrite your lawyer's stuff so human beings can understand it. Experienced. Freelance or part time. Box 33286, Editor & Publisher.

RETURNING to journalism. Four years in management; PR and in-house newsletter experience. Any Zone. S.L. Ross, 316 Princeton Rd, Haddonfield NJ 08033.

PHOTOJOURNALISM

PHOTOGRAPHER NEEDS BREAK—I haven't a degree or much experience, but I have the know-how and talent to produce award-winning news photos, excellent feature shots, and innovative scenes of your community. 2 years experience on NYC weeklies, with knowledge of design and layout. Interested in Zone 2 daily or weekly chain. Michael Schwartz, 5730 Moshulu Av, Bronx NY 10471.

BIG MONEY, security, status and plush working conditions—are not what I need. This college graduate got tired of the corporate life. He wants the chance to take good pictures—whenever and wherever that might be done. Own equipment. Box 31100, Editor & Publisher.

PRODUCTION

PRODUCTION DIRECTOR with a 20 year record of consistently and substantially reducing labor and materials expense while improving product quality. Regreed. Prefer competitive medium to large daily. Reply in confidence to Box 31068, Editor & Publisher.

NOTICE

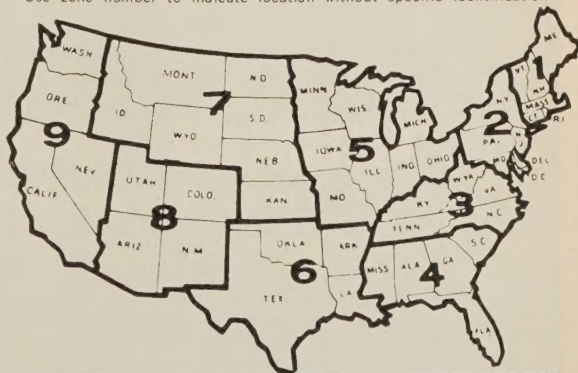
The sale of the Lindsay-Schaub newspaper group and the subsequent closing of the corporate office makes available a strong, results-oriented production executive who is ready to move into a demanding position in production or general management. Engineering and MBA degrees plus 23 years of newspaper and manufacturing experience result in a broad background and a mature approach to problem solving. Interested in more details? Contact Seth R. Gault, Route 8, Box 379B, Decatur IL 62522. (217) 865-2982.

SALES

MBA, Carnegie Printing grad, 11 years in paper sales, strong newspaper production, business background. Seeks new challenge. Now covering Zone 2. Write JTS, PO Box 254, Bogota NJ 07603.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Press coverage banned at UNESCO meeting

By I. William Hill

Behind doors closed to the press, the United States and 30 other nations last week (Nov. 6-9) agreed on the need for machinery within the United Nations to coordinate all the developing world communication systems.

The meeting was held at the State Department in Washington with the U.S. as host. Its purpose was to prepare recommendations for UNESCO's Inter-Governmental Conference on Communication Development in Paris, April 14-20, 1980.

Despite wide protest, the meeting was closed to reporters. The excuse given was that the UNESCO charter says that sessions of planning experts, called "Category VI", are closed to media coverage. Any delegates to the meeting who happened to be journalists were told they were attending as "experts" and not as working reporters.

News about what was done at the meeting came out through Roland Homet, U.S. representative at the meeting who also served as chairman. Homet is director of International Communication Policy for the International Communication Agency.

Homet said: "The purpose of the meeting was to seek to define an international mechanism that could work effectively to advance shared goals of communications around the world.

"The meeting itself did not agree on that definition in full, but there were certain matters agreed to.

"There was an agreement that we need to broaden the definition of communications beyond the mass media to encompass telecommunications, satellite connection, postal service and information processing. This means that the burden that has been borne in the past pretty much exclusively by the mass media in these discussions is now going to be extended and shared more widely.

"There also was agreement that the other relevant bodies in the U.N. system—UNDP (the U.N. Development Program), the ITU (the International Communications Union) the UPU (the Postal Union), and WHO (the World Health Organization)—should be invited to collaborate in whatever process is ultimately adopted."

Regarding the specific issue of the free press and the Third World demand for a "new world information order", Homet said it came up only marginally at last week's meetings. "As chairman," he said, "I was able to suggest that we were not there to debate points that have been covered in other forums, but ours was a practical task of addressing communica-

tions development."

Homet had this to say about misgivings in the western press about differences on the role of the reporter and the establishment of national news agencies and news pools: "We have had numerous assurances by the relevant bodies that the purpose of those organizations is to co-exist with and complement the work of the international wire services and other media organs that operate worldwide."

Homet summarized other issues agreed on last week as follows.

"First, the search for a viable international institutional communications mechanism is worthwhile and should be continued. Second, there are some principles on which there is world wide agreement and the search should be based on these principles. Third, the process between now and April might include the convening of a small advisory group and the preparation of an information paper to identify the points of disagreement and try to find ways to narrow them."

In representing the U.S. at the meeting, Homet was assisted by two official advisors, Philip Power, chairman, Suburban Communications Corporation, Lavonia, Michigan; and Clifford Block, associate director for development communications, Office of Education, Development Support Bureau, Agency for International Development.

More than nine of the delegates attending last week's meeting were connected with the media in their perspective countries. These included representatives from Guyana, Algiers, Yugoslavia, Nepal, Jamaica, Egypt, Germany, Sri Lanka, and the People's Republic of China.

The latest protest over reporters being barred from covering the meeting came in a letter last week from the International Communications committee of the American Society of Newspaper Editors to Secretary of State Cyrus Vance. Mrs. Argentina Hills, publisher of *El Mundo* in San Juan, Puerto Rico, wrote.

"It is ironic that a conference held to discern the need of improved international communication development should be closed to the press, particularly when it is hosted by the United States, which has long cherished a tradition of open government and a free press. Our committee can not understand the State Department's agreement to UNESCO's banning press coverage of 'Category VI' meetings. We respectfully request that the United States take prompt steps to obtain the modification of UNESCO rules in order to provide for open meetings."

Past Week's Range of Stock Prices

NEWSPAPERS

	11/14	11/7	One Year Ago
Affiliated Publications (AMEX)	24 1/2	24	16 1/4
Blue Chips Stamps (OTC)	24 1/4	21 1/4	19 1/2
Capital Cities Comm (NYSE)	44 1/4	42 1/4	41
Cowles Comm (NYSE)	22 1/4	21 1/4	18 1/4
Dow Jones (NYSE)	37 1/4	37 1/2	31 1/4
Early Call Industries (OTC)	8 1/4	7 1/4	N/A
Gannett (NYSE)	45 1/4	45 1/4	43 1/4
Gray Comm (OTC)	28 1/2	28 1/2	21 1/4
Harte-Hanks (NYSE)	23 1/4	23 1/4	21 1/4
Jefferson Pilot (NYSE)	30	31 1/4	29 1/2
Knight-Ridder (NYSE)	23 1/4	23 1/4	23 1/4
Lee Enterprise (NYSE)	20 1/4	20 1/4	19 1/4
Media General (AMEX)	23 1/4	23 1/4	18 1/4
Media Investment (OTC)	54	54	57 1/4
Multimedia (OTC)	29 1/4	29 1/4	23 1/4
New York Times (AMEX)	24 1/2	22 1/4	23 1/2
Panax (OTC)	6 1/2	6 1/2	8
(b) Post Corp. (Wis) (AMEX)	15 1/4	15 1/4	29 1/4
Quebecor (AMEX)	9	7	9 1/2
Stauffer Communications	27 1/2	27 1/2	23 1/2
Thomson Newspapers (CE)	14 1/4	14 1/4	14 1/4
Times Inc (NYSE)	41 1/4	42 1/4	41 1/4
Times Mirror (NYSE)	33 1/4	32 1/4	29 1/4
Torstar Sun (CE)	13 1/4	13 1/4	13 1/4
Torstar (CE)	20 1/4	18 1/4	17 1/4
(c) Washington Post (AMEX)	21 1/4	21	39 1/2
(a) Stock split 3 for 2, effective 10/31/78			
(b) Stock split 2 for 1, effective 11/30/78			
(c) Stock split 2 for 1, effective 12/27/78			

SUPPLIERS

	17 1/4	18 1/4	16
Abitibi (CE)	17 1/4	15 1/4	N/A
AM Intl. (NYSE)	15 1/4	15 1/4	N/A
Altair (OTC)	4 1/4	4 1/4	3 1/4
Boise Cascade (NYSE)	32 1/4	32 1/4	24 1/4
CompuGraphic (NYSE)	35 1/4	34 1/4	33 1/4
Consolid. Bath (Mont)	13 1/4	13 1/4	N/A
Crown Zellerbach (NYSE)	37 1/4	36 1/4	31 1/4
Digital Equipment (NYSE)	62 1/2	58 1/4	46 1/4
Domtar (AMEX)	20 1/4	20	18 1/2
Dow Chemical (NYSE)	30 1/4	29	25 1/4
Eastman Kodak (NYSE)	49 1/4	49 1/4	58 1/4
Eltra (NYSE)	49 1/4	49 1/4	27 1/4
Georgia Pacific (NYSE)	24 1/4	24	25 1/2
Grace, W.R. (NYSE)	35 1/4	35	29 1/2
Great Lake Forest (CE)	46	46	N/A
Great N. Nekosea (NYSE)	33 1/4	33	30 1/4
Harris Corp. (NYSE)	29 1/4	29	31 1/4
Hunt Chem. (NYSE)	11 1/4	11 1/4	11 1/4
International Paper (NYSE)	36 1/4	37	41 1/4
Itek Corp (NYSE)	24 1/4	23 1/4	17 1/2
Kimberly Clark (NYSE)	40 1/4	40 1/4	44 1/2
LogElectronics (OTC)	12 1/2	12	11 1/4
Logicon (AMEX)	13 1/4	12 1/2	10 1/4
MacMillan Bloedel (CE)	40 1/4	23	22
Minnesota Min. & Mfg. (NYSE)	49 1/4	49 1/4	58 1/4
Raytheon (NYSE)	54 1/4	54 1/4	49 1/4
Rockwell Intl. (NYSE)	43 1/4	42 1/4	31 1/4
St. Regis (NYSE)	27 1/4	27 1/4	29 1/4
Southwest Forest Ind. (NYSE)	15 1/4	15 1/4	11 1/4
Sun Chemical (NYSE)	31 1/4	31 1/4	24 1/4
Visual Graphics Corp. (AMEX)	4 1/4	4 1/4	N/A
Voit Info. (OTC)	23 1/4	23 1/4	N/A

Ingersoll buys 5th weekly in N.J.

Precision Publications, publishers of the *Ocean County Times-Observer*, a daily newspaper in Toms River, New Jersey, one of the Ingersoll group, has purchased the *Ocean County Leader*, a weekly in Point Pleasant Beach, New Jersey, which was established in 1882, from Donald and Barry Shanahan. W.B. Grimes & Company, Washington based media brokers, acted as consultant in the transaction.

With the addition of the *Leader*, Precision now owns a daily and five weeklies serving Ocean and southern Monmouth Counties in New Jersey. Joe Burt, who has been publisher of the group, will assume those same positions at the *Leader*.

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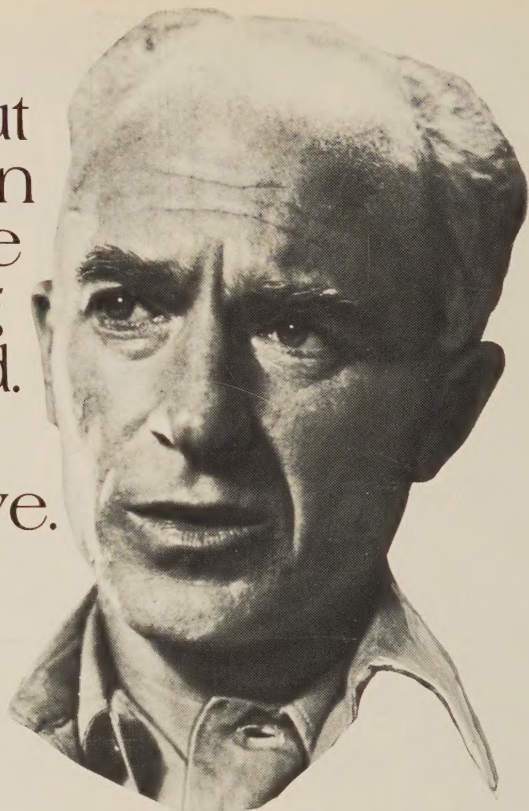


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The Scripps-Howard Foundation annually rewards newspapermen and women whose style and craftsmanship most resembles Ernie's. There is a first prize of \$1000 and a medallion plaque, and a second prize of \$500 and a certificate. Deadline for entries is Jan. 15 for newspaper writing in 1979.

Last year's top winner was Frank Rossi, Columbia (Mo.) Daily Tribune. Runnerup was Richard Ben Cramer, The Philadelphia Inquirer.

No entry blank is required. Material must be mounted in some manner and accompanied by a nominating letter from someone not involved with the entry. A brief biographical sketch of the reporter whose work is being submitted should also be included.

Judging will be done by a panel selected and supervised by Dr. Richard G. Gray, director, School of Journalism, Indiana University. All entries become property of The Scripps-Howard Foundation, and should be sent to the address below:

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February 1

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February 15

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February 1 and March 1